BROADCASTING
and
Broadcast Advertising

Vol. 21, No. 11 WASHINGTON, D. C., SEPTEMBER 15, 1941 $5.00 A YEAR—15c A COPY

Network ASCAP Contract Faces Battle

'Sabotage' of BMI Brings Objection From Gillin

TENTATIVE acceptance by NBC and CBS of blanket contracts for return of ASCAP music to their networks is still a far cry from restoring peace and harmony in radio-music ranks it became apparent as reactions set in immediately following announcement by the NAB last Tuesday that its executive committee regarded the contracts as "highly satisfactory" and "eminently fair".

While both networks are shooting for a Sept. 28 date to resume performance of ASCAP music for the first time since Jan. 1, there developed allegations of "shot-gun" tactics, and of "sabotaging" of Broadcast Music Inc. as part of the transactions. Approval by the NAB executive committee of the form of contract originally negotiated by NBC, and subscribed to by CBS, after five important concessions had been procured, did not come in a harmonious atmosphere.

Gillin's Charges

John J. Gillin Jr., general manager of WOW, Omaha, NBC outlet, a member of the executive committee, strongly dissented from the committee action, and called the negotiation of a blanket contract a "repetition of the network's action of 1935". He branded it as "tantamount to sabotaging BMI" and "acting contrary to the best interests of the broadcasting industry" [see text of statement on this page].

NAB President Neville Miller, who has led the copyright fight and was instrumental in the formation of BMI in 1939 following ASCAP's original untenable demands, announced adoption of the resolution approving the form of contracts by the executive committee. He pointed out that operations of BMI would not be affected, and that signature of the contracts by NBC and CBS was contingent upon the agreement of affiliated stations to bear their proportion of the cost of the license [see text of Miller statement on this page].

Though Mr. Miller made no pronouncement beyond the formal notice of executive committee action, he has favored further conversations in the hope of modifying certain of the contract provisions and procuring a better deal. A majority of the executive committee, however, evidently weary of the succession of meetings on the form of contract and apparently convinced it constituted the best deal possible, voted down such a move, which had been advanced by Mr. Gillin.

Dollars vs. Principle

While it was freely admitted that the proposed contracts (five of them, covering every performance combination) constituted a far better basis than any hitherto advanced, it nevertheless was argued by Mr. Gillin that it sacrificed principle for immediate dollars. NBC, along with ASCAP, was the moving force, with CBS making an eleventh hour entry during the last fortnight when it became apparent that NBC was approaching what it regarded as an acceptable transaction.

The statement at the tag-end of the NAB announcement that the contracts are acceptable to CBS as well as to NBC, was the first admission that negotiations had been resumed between CBS and ASCAP, much less concluded. It seemed in New York circles the final guarantee that before long ASCAP tunes would again be heard on all networks. But before that can happen the networks must get the ratification of their affiliate stations in the form of promises to rebate to the networks 2¾% on all the payments made to them for broadcasting commercial network programs. NBC, which on Aug. 1 notified its affiliates that it had negotiated a contract with ASCAP and asked their approval of its terms, has still not received responses from an appreciable number of them. CBS has not yet approached its affiliates.

NIB May Consider

Officials of both NBC and CBS expressed confidence this station approval would be forthcoming without undue difficulty or delay, with Sept. 28 mentioned as the probable date for the resumption of ASCAP music on network programs. However, a number of broadcasters have already gone on record as opposing the proposed terms of settlement. This opposition is expected to make its stand at the NIB meeting in Chicago next week and it is probable that a sizable number of broadcasters whose stations are affiliated with NBC and CBS will withhold action on the contracts until this convention is over [see story on page 10].

To avoid any future governmental complications, the contracts will be submitted to U. S. Assistant Attorney General Thurman Arnold,

Text of NAB Committee Statement and Gillin Dissent . . .

APPROVAL of the formulas for return of ASCAP music to NBC and CBS by the executive committee of the NAB at a meeting in New York Sept. 9, came only after a protracted debate, with John J. Gillin Jr., general manager of WOW, Omaha, voting against the majority action. Upon his return to Omaha last Thursday, Mr. Gillin issued a dissenting statement, briefing the views at the session. The executive committee, through NAB President Neville Miller, issued a statement of approval promptly following the meeting.

Voting in favor of the resolution approving the contracts and recommending consideration by the industry were committee members John Elmer, WCBM, Baltimore; Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW, Cincinnati, and Don S. Elias, WWNC, Asheville. William H. West Jr., WTMV, E. St. Louis, was absent, and Mr. Gillin voted 'no'.

Others present at the meeting, in addition to President Miller, included Edward Klauber, CBS executive vice-president; M. R. Runyon, CBS vice-president; Julius Brauner, CBS attorney; Niles Trammell, NBC president; Mark Woods and F. M. Russell, NBC vice-presidents; Robert P. Myers, NBC attorney; Sydney M. Kaye, vice-president and general counsel of BMI; John Shepard 3d, Yankee Network president, and John A. Kennedy, WCHS, Charleston.

Committee Statement

Following is the full text of the NAB executive committee statement:

Following a meeting of the executive committee of the NAB, held today (Sept. 9) at the Roosevelt Hotel in New York, Neville Miller, president of the association, announced that the committee had adopted the following resolution:

"The executive committee of the NAB has had ample opportunity to study, through a series of meetings, the terms and conditions of the proposed ASCAP contracts. It is the consensus of the executive committee that these contracts in their present form are highly satisfactory and offer broadcasters who desire to use ASCAP music an eminently fair and equitable basis for such use: provision having been made for the various operating problems which confront the industry.

"The NAB, therefore, recommends favorable consideration of that form of contract which best suits the station's individual operating needs."

"The contract in its present form," said Mr. Miller, "achieves principles for which broadcasters have been contending for many years. It enables them to take their choice of a blanket contract for all ASCAP music, or to purchase this music for the programs on which it is played. Moreover, the contract reduces substantially the fees which our industry has hitherto been compelled to pay."

It was pointed out by Mr. Miller that the contract with ASCAP would not affect the operations of BMI, to which both NBC and CBS had pledged their continued support on a long term basis.

"The proposed contracts with ASCAP in their final form will be mailed to all stations within the next few days, and will be subject to the scrutiny and approval of the individual broadcaster", Mr. Miller said. He further stated that the terms and conditions of the proposed contracts were acceptable, he had been informed, to NBC and to CBS. Signature by the networks, it is understood, is contingent upon

(*Continued on page 52*)

head of the Anti-Trust Division of the Department of Justice, for approval before they are signed by the broadcasters or ASCAP. The suggestion that this be done is reported to have come from David Podell, on leave from the Department of Justice to serve as special ASCAP counsel in the preparation of the proposed suit against NBC, CBS, NAB and BMI, charging conspiracy to bar ASCAP music from the air. This suit, as well as all actions against the networks and their affiliates for copyright infringements since Jan. 1, will be dropped coincidentally with signing of the contracts.

Meanwhile, attorneys for NBC, CBS and ASCAP were still engaged last Friday on their seemingly endless task of getting the contracts into final form. Network executives expressed hopes, however, of getting the contracts mimeographed and mailed to their affiliates early this week, or possibly during the weekend.

In sending contracts to their affiliates, NBC and CBS will also enclose letters analyzing the advantages of the terms and forms of ratification of the network contracts, which the networks will urge the stations to sign and return immediately, regardless of what they decide to do about signing with ASCAP for the right to use its music on their local programs.

Terms Not Disclosed

Terms of the several contracts, while known in a general way, were being withheld from publication until the newly-constituted ASCAP board could pass on them at a meeting on Monday, Sept. 15. John G. Paine, ASCAP general manager, it is understood, insisted upon this procedure, because of the far-reaching changes in terms and language made during the protracted executive committee deliberations, and the subsequent refinements sought by CBS last week. There was even some question of ASCAP board approval.

Basically, the network blanket contract prescribes a sustaining fee for every station on the chain, of $200 annually, for which the network would not be reimbursed. The network commercial fee is 2¾% on revenue realized from the sale of time. Deductible items are frequency discounts, agency commissions, line charges and a 15% sales commission. It is claimed this actually amounts to about 2% of net time sales.

Affiliated stations, under this contract, are asked to reimburse the network 2¾% of their network income. The network, however, in making its payment to ASCAP, first computes 2¾% of its income after deducting frequency discounts and agency commissions. Then, in computing royalties on compensation paid affiliates, it deducts line charges and the 15% sales commission. The station, however, reimburses the network on its gross network income.

$3,000,000 for ASCAP

It is estimated that ASCAP would realize an income of approximately $3,000,000 if the form of contract acceptable to NBC and CBS is applied horizontally to the industry. This compares to approximately $5,1000,000 estimated as the 1940 ASCAP income under the old 5% blanket license plan, and some $9,000,000 that would have accrued under the graduated tax proposal proferred by ASCAP in 1939, which resulted in the open music warfare, in which ASCAP has been all but scuttled by virtue of BMI's success.

Under the blanket form of license offered individual stations, they would pay 2¼% of their net operating income. The latter figure takes into account deduction of frequency discounts, agency commissions and a 15% sales commission. It was estimated that, because of this base, the percentage figure actually is 1.91%.

On the local commercial license, which constitutes the per program proposal, there would be no minimum guarantee, in compliance with the ASCAP and BMI consent decrees entered into with the Department of Justice. The fee, however, would be on income from programs using ASCAP music, and 2% on incidental themes, background

(*Continued on page 44*)

Radio Avoids Heavy Gunning In Senate Propaganda Inquiry

Subcommittee Indicates It Will Probe Deeply Into Alleged Efforts to Wave War Banners

WITH THE radio angle obviously relegated to a secondary position, a subcommittee of the Senate Interstate Commerce Committee last Tuesday started lengthy public hearings looking into the alleged use of motion pictures and radio to spread pro-war propaganda.

Although the five-man subcommittee, dominated by isolationist and non-interventionist members of the Upper House, gave early indication that the movie industry would come in for some heavy body blows, it appeared during the first three sessions of the proceeding that radio would receive credit for its blessings as well as blame for its alleged shortcomings.

Willkie's Barrage

The Senate hearings are being held in connection with a resolution (S Res-152) introduced Aug. 1 by Senators Bennett Champ Clark (D-Mo.) and Nye (D-N. D.), authorizing a full-committee investigation of the movie-radio propaganda charges. However, it is generally agreed that the subcommittee proceeding, complete with official fanfare and columns of newspaper coverage, in effect will be as extensive and accomplish the same purpose as the proposed full-committee proceeding.

Apart from appearances by Senators Nye and Clark, citing the background for their investigation proposal, the opening stages of the proceeding, which has played to a packed house, featured a barrage of printed statements by Wendell L. Willkie, counsel for motion picture interests, in answer to verbal charges of Senators Nye and Clark and comments by subcommittee members.

Under a majority ruling announced in his opening remarks last Tuesday by Senator D. Worth Clark (D-Ida.), chairman of the subcommittee, Willkie was advised he would not be allowed to examine or cross-examine witnesses before the committee.

The only other witness was John T. Flynn, newspaper columnist, economist, one-time radio news analyst and chairman of the New York unit of the America First Committee, who appeared last Thursday.

Although witnesses for the radio industry proper are not to be called until the movie phase of the inquiry is completed, probably in October, two Hollywood movie columnists and radio commentators—Jimmie Fidler and George Fisher—were scheduled to appear before the committee Sept. 15.

Some concern arose in broadcasting circles when Senator Nye on Sept. 2 introduced an amendment to the original resolution which would permit the committee to look into monopoly aspects of the movie-radio question, as well as the charges of propaganda. According to an explanation by Senator Nye to BROADCASTING, the amendment was designed not to reopen or continue the intensive monopoly inquiries made of the industry during the last three years, but only to make the monopoly question germane to the general subject of the inquiry, with particular attention to the motion picture industry.

Although radio received only passing mention in the testimony of the first days of the hearing, NAB President Neville Miller last Wednesday released a letter to Chairman Clark taking issue with statements by Senator Clark regarding the misuse of radio facilities for propaganda purposes. Emphasizing the important defense and morale functions of radio, Mr. Miller declared in part: "The American people, and they alone, exercise a day-to-day control of broadcasting far too powerful for anyone, even the Government itself, to interfere with."

Agreement Seen To Kill Time Tax

Final Action Likely Tuesday; Will Study Franchise Levy

ALTHOUGH officially unconfirmed, it is understood House-Senate conferees on the 1941 Revenue Act last Thursday agreed to the Senate's action in deleting from the tax bill the House-approved proposal for a 5-15% Federal tax on radio's net time sales above $100,000 annually.

But with the House and Senate expected to draw the curtain on the final episode of the radio industry's latest tax adventure early the week of Sept. 15, when they approve the conference committee report, franchise tax proposals are scheduled to put in an increasingly prominent appearance.

Ready for Final Action

Although a five-man Senate committee and a seven-man House committee have actually completed unofficial conferences on the bill and formulated their report, they will not be officially named as conferees until Monday, Sept. 15, when the House reopens after a recess. Final action is expected by both houses by Tuesday or Wednesday.

It is understood that House conferees agreed to deletion of both the radio and billboard advertising taxes with the understanding that a radio franchise tax would be considered later, presumably in the coming bill effecting administrative changes in the Revenue Code. It is not expected House hearings on the measure will start until November.

Cigar Announcements

WEBSTER - EISENLOHR, New York (Tom Moore cigars), on Sept. 15 starts a 10-week campaign of transcribed and live chain-break announcements five times a week on the following 16 stations: WFAA KRLD KRRV WDAF KFH WLOL WDSM KVOX KATE KWNO KDGE KGCV KLPM KDLR KRMC KABR. Agency: N. W. Ayer & Son, New York.

Milk Campaign

STATE OF NEW YORK Bureau of Milk Publicity, Albany, on Sept. 29 is launching a 26-week campaign of spot announcements and participations on 17 stations in New York State. List includes: WOKO WNY WBEN WEBR WKBW WEI WABC WJZ WNEW WHA WHEC WGY WAGE WFB WSYR WTRY WIBX. Agency: J. M. Mathes Inc., New York.

Schumacher's Week

F. SCHUMACHER & Co., New York (Waverly Fabrics), on Sept. 22 launches an intensive one-week campaign of participations on women's programs in 25 cities to tie with local dealer advertising. Anderson, Davis && Platte, New York, handles the account.

Suspend Rules for Duration, FCC Asked

Litigation Is Seen If New Rules Are Issued

LAST-DITCH efforts to prevail upon the FCC to suspend its punitive chain-monopoly rules during the national emergency, lest the whole broadcasting structure be dislocated, were made last Friday in oral arguments before the Commission by NBC and CBS. MBS renewed its plea for prompt enforcement of modified regulations which would permit it to expand in markets now purportedly closed to it.

In surprisingly brief arguments which followed filing of voluminous briefs, John J. Burns, chief counsel for CBS, and John T. Cahill, special counsel for NBC, made almost identical pleas for suspension. NBC, however, went farther in attacking MBS as a "switchboard network" and in branding its whole effort the "acme of commercialization," based on the "dollar sign."

MBS Opposes Suspension

Louis G. Caldwell, chief counsel for MBS, advocated action on his petition, filed last month, for a graduated option time formula but maintained MBS could live under the original rules as drafted by the Commission. He opposed the suspension proposal, contending that the very fact that an emergency exists augurs for the regulatory job being done properly and lawfully. The more networks available, the more defense programs will be broadcast, he said.

The only other appearance was made by Paul D. P. Spearman, on behalf of Yankee and Colonial Networks. He made a plea for relaxation of the time option regulations to fit the peculiarities of regional chains, pointing out that the proposed Commission rules, as well as the suggested Mutual substitute, would seriously deter operation of these New England networks and probably others. Some indication was given that the regulations might be relaxed to relieve the plight of such regional operations.

No immediate word was forthcoming from the FCC following closing of the arguments, which ran for about 2 hours and 15 minutes. With the adjournment, the five members of the Commission (Payne absent) held an impromptu meeting but no decision on procedure was reached. Late last month, when the FCC suddenly called the oral arguments on the MBS brief and indefinitely postponed the Sept. 16 effective date of the rules, it was announced that reasonable notice would be given on a new effective date. It was presumed at least two weeks and probably a month would be allowed.

How fast the FCC will act was not indicated. In some quarters, however, it was thought the Commission might promulgate revised regulations by the end of September and make them effective Oct. 15 or Nov. 1.

Ready to Litigate

It was generally believed FCC Chairman James Lawrence Fly has sufficient votes to force through regulations, irrespective of the national emergency arguments. It was equally clear that NBC and CBS were poised for litigation, challenging the FCC's overall jurisdiction to issue rules once the new rules are revised and an effective date set.

The litigation question was the subject of a conference following the oral arguments, participated in by acting General Counsel Thomas E. Harris and Seymour Krieger for the Commission, and Messrs. Cahill, Burns and Caldwell. No understanding was reached, however, aside from the open secret of NBC and CBS intentions to litigate unless the rules are suspended.

Speculation centered on possible Commission action along the lines of revised rules on option time and extension of broadcast station licenses and concurrent contracts with networks from one to two years. As against the MBS proposal for 3½ to 4 hours of option time in each of the three five-hour segments, Chairman Fly had proposed not more than two hours in each bracket to be exclusively optioned to a particular network, with the balance free station time. It was thought this might be modified to perhaps three hours, along with the doubled license tenure.

The Blue Problem

No indication that the FCC proposes to deviate from its requirement that NBC dispose of the Blue has been given, though NBC still fought that battle in its brief. Some modification of the regulation requiring networks to divest themselves of key stations in markets other than New York, Chicago, or Los Angeles-San Francisco was indicated, probably to include Washington and both of the coast cities. If this is done, however, the burden still would be on NBC and CBS to dispose of other owned stations, such as those located in markets like Minneapolis, Cleveland and Charlotte.

MBS does not question the jurisdiction or power of the Commission to issue the regulations, Mr. Caldwell said in opening the argument. As far as the "selfish interests" of MBS are concerned, Mr. Caldwell declared, the regulations as drafted would be acceptable and he felt the network already had demonstrated that it could operate without option time, although it is a convenience.

Asserting that MBS is suffering from the delay in placing the regulations in effect, he said the network is losing prospective commercial accounts at the rate of one a week to the Blue, because it could not clear time in certain cities. He admitted under questioning by Commissioner T.A.M. Craven that MBS business has shown substantial increases. He cited as one instance the *March of Time* program, which he said had been "worked up" by MBS but was sold on the Blue. This was only one of eight new accounts which have been lost to the Blue in the last 60 days, he said.

Option Proposals

Mr. Caldwell said that whatever formula is established for maximum option time, it will become the minimum. He urged that whatever option time is decided upon be in the nature of specified hours to avoid what would in reality be an option on all time. Moreover, he said that whatever formula is placed into effect on option time should be subject to annual revision by the FCC.

Mr. Caldwell said MBS recognized the business convenience involved in exclusive option time but non-exclusive options on all stations from its standpoint would be just as satisfactory. He discounted allegations that confusion would result, saying this would only develop in cities where there are not enough outlets to serve all four networks, such as Cleveland, Des Moines, Jacksonville and Providence. In this connection, he pointed out, while his petition advocated some exclusive option time, he thought the result would be the same with non-exclusive time throughout.

Mr. Caldwell emphasized the importance of not allowing "one minute more" of exclusive option time than that actually used, based on the preceding year's business placed by a particular network or a particular station. If an extra half-hour is allowed, he said, it would result in almost exclusive control over desirable hours. Because the option plan is based on actual use, he said it would progressively result in the same situation. Commissioner Craven, however, pointed out that the time option works both ways and that when business tapers off, the station would lose its options to some other network.

Answering arguments that the rules should be designed to permit NBC to build up the Blue Network so it could sell it at a "large price", Mr. Caldwell said he felt this was no concern of the Commission. Any new network like MBS wants to

(*Continued on Page 41*)

New Studebaker Series To Include 90 Stations

STUDEBAKER Corp., South Bend, Ind., plans news and sports broadcasts on about 90 stations to introduce its new models. Roche, Williams & Cunnygham, Chicago, is agency. Although it was pointed out by Paul G. Hoffman, president of Studebaker, when queried recently by BROADCASTING that Studebaker's advertising appropriation has always been determined on unit basis of per car produced [BROADCASTING, Sept. 8], manufacturers may shift from the traditional per car basis of appropriation, to institutional campaigns based on a percentage of company earnings.

Nash this year will not use any radio to introduce the new models but will use national magazines despite distribution problems. Chrysler Corp., Detroit, is reported to be considering the use of spot announcements for Dodge as are Hudson and Packard, to introduce their new models.

Elman for Colgate

COLGATE - PALMOLIVE - PEET Co., Jersey City (Palmolive shaving cream), through Ted Bates Inc., New York has purchased rights to Dave Elman's *Hobby Lobby*, last heard to replace *City Desk* starting Saturday, Oct. 4, on 68 CBS stations, 8:30-8:55 p.m. Addison Smith is director in charge and the music will be by Harry Salter. Each week a personality who has done most for defense work in a hobby way will be featured.

Schreter Schedule

A. SCHRETER & SONS, Baltimore (Smoothie neckties), on Sept. 29 begins a 13-week schedule of one - minute announcements on WNEW, New York; KQV, Pittsburgh; WBAL, Baltimore, and WFIL, Philadelphia. Agency is Bermingham, Castleman & Pierce, New York.

Insurer's Spots

LIBERTY MUTUAL INSURANCE Co., Boston, on Sept. 10 started a campaign of one-minute transcribed announcements on an undisclosed number of stations in New York State to dramatize the new automobile insurance liability law in the State. Agency is BBDO, New York.

Glass Series

PITTSBURGH PLATE GLASS Co., Pittsburgh (door mirrors), recently started a schedule of one-minute transcribed announcements with local dealer tie-ins on WIS WIBA WFEA WRDO WGAC KGBX WMAN. Agency is BBDO, New York.

Wine Series

EASTERN WINE Corp., New York (Chateau Martin Wines), during latter September will launch a year-round campaign of transcribed announcements on 20-25 stations in cities along the Atlantic Seaboard. Agency is H. C. Morris & Co., New York.

NIB Invites All But Nets' Own Stations

Break From NAB Is Considered; Fly Booster

ENCOURAGED by FCC Chairman James Lawrence Fly to unite independently-owned stations in a common cause, free from purported domination of the major networks, National Independent Broadcasters Inc. last week sent to some 750 station owners formal invitations for an extraordinary convention to be held Sept. 22-23 at the Palmer House, Chicago.

All stations but those owned, managed or operated by NBC and CBS were extended invitations to the convention, called to appraise the whole regulatory and business outlook for broadcasting stations.

The convention will be addressed by Chairman Fly. Among other Government officials scheduled to address the broadcasters are Victor O. Waters, special assistant to the Attorney General in charge of copyright and music activities, and Maj. Gen. Joseph M. Cummins, commanding general of the Sixth Corps area, Chicago, who will discuss radio's role in national defense.

Mr. Waters

May Break With NAB

While no formal announcement has come from NIB President Harold A. Lafount, former radio commissioner, or from Edwin M. Spence, managing director, as to the scope of the sessions, it is freely predicted that if sufficient enthusiasm is displayed, a full-scale reorganization of the trade association will be effected. While NIB has been in existence for some five years, it has functioned largely under the banner of the NAB, the top trade association.

Despite lack of official comment from NIB, the prevailing thought was that the association is headed for an open break with NAB, on the ground that the latter organization is in serious conflict with the FCC and other Governmental agencies with which broadcasters must maintain contact and amicable relations.

Impetus was given the report of a bolt from the NAB banner by Chairman Fly's active collaboration with the NIB executives in arranging the Chicago convention. The FCC chairman bitterly condemned the NAB as a result of developments at the trade association's annual convention in St. Louis last May when a serious rift developed.

He has charged NAB with domination by NBC and CBS domination and repeatedly has referred to it as a "so-called trade association". As a result of that incident, more than a dozen stations resigned from the NAB, including key station members of MBS.

Chairman Fly has not yet disclosed the topic of his keynote speech. But, if past utterances are a criterion, he can be expected to urge independent station owners to run their businesses free from restraints, inhibitions and pressures allegedly exerted by the networks.

As chairman of the Defense Communications Board as well as the FCC, he unquestionably will discuss national defense aspects as they pertain to broadcasting and reassure the industry that the Government has no intention whatever of engaging in broadcast operations per se, whatever the war developments.

General Cummins to Speak

Chairman Fly personally undertook to obtain as a speaker Maj. Gen. Cummins who will discuss in detail the relationship of broadcasting to the military establishment.

With many uncertainties still existing regarding copyright growing out of conflicting interpretations of the consent decrees entered early this year by both ASCAP and BMI under the spur of Department of Justice anti-trust action, virtually all of the second day's session will be given over to this subject. Mr. Waters, who personally directed the copyright activity of the Department and procured the consent decrees, will make his first public expression on the music performance situation since accomplishing the negotiated settlement last March.

Paine and Haverlin

In addition to Mr. Waters, John G. Paine, ASCAP general manager, and Carl Haverlin, BMI station relations director, have accepted invitations to address the convention. Leonard D. Callahan, general counsel of SESAC, and Robert S. Keller, of AMP, also have accepted invitations.

Because many affiliates as well as independently-owned stations are in a quandary over future copyright matters, particularly in the light of virtually concluded negotiations between NBC and CBS for the return of ASCAP music to their networks, NIB officials said significance attaches to the projected copyright discussion.

In effect, it was pointed out, the program calls for an all-inclusive seminar on music performance, with greatest importance attaching to Mr. Waters' interpretation of the consent decrees and how the proposed NBC-CBS contracts, as well as the MBS contract entered into last May, comply with the far-reaching terms of the consent decrees.

Also tentatively scheduled for the copyright battle is Ed Craney, Montana broadcaster who has been in the forefront of the copyright fight for the last decade. An advocate of abolition of the NAB and creation of a new trade association of independent owners, Mr. Craney tentatively has accepted an invitation to address the convention but does not know whether he will be in a position to appear. In an open letter last July [BROADCASTING, July 21-28], Mr. Craney advocated abolition of the NAB because of alleged network domination.

While national defense and copyright are expected to be the salient topics, other activities on the Washington front, including the network-monopoly regulations, newspaper ownership, the tax situation, and the legislative outlook, will be covered. Discussion will be launched in a report by Andrew W. Bennett, NIB general counsel.

New Slate Possible

Mr. Lafount, executive of the Bulova group of stations, and NIB president for the last three years, has announced that he will not seek or accept reelection. He feels the presidency should be rotated. A number of prominent broadcasters are being mentioned for the successorship.

If the apparent plan to broaden the NIB base is carried through, an entire new slate may be elected. This plan presumably also would encompass expansion of Washington headquarters activities. At present Mr. Spence, now general manager of WWDC, new Washington local, and former secretary-treasurer of the NAB, is managing Washington headquarters, along with General Counsel Bennett.

Edward A. Allen, president of WLVA, Lynchburg, is NIB vice-president, and Lloyd C. Thomas, [illegible] KGFW, Kearney, Neb., is secretary-treasurer.

NIB KEYNOTER

CHAIRMAN FLY

Directors List

Directors listed, in addition to the officers, are Scott Howe Bowen, WIBX, Utica; Frank R. Smith, WWSW, Pittsburgh; Maurice [illegible] Coleman, WAGA, Atlanta; Jack [illegible] Draughon, WSIX, Nashville; S. [illegible] Cisler, WGRC, Louisville; James F. Hopkins, WJBK, Detroit; Ralph L. Atlass, WJJD, Chicago; Gregor[illegible] Gentling, KROC, Rochester, Minn.; James R. Curtis, KFRO, Longview, Tex.; Frank E. Hurt, KFSI, Nampa; Ralph R. Brunton, KJBS, San Francisco, and T. W. Symons, KXL, Portland, Ore.

Vick Serial Plans

VICK CHEMICAL Co's new [illegible] scheduled to start Sunday, 5:[illegible] 6 p.m. on NBC-Red [BROADCASTING, Sept. 8], has been tentatively titled *We're Five in the Family*, a "[illegible] life story of a real American family", according to Morse International, New York, Agency in charge. The story is a comedy-drama adapted from incidents about her children from a diary kept by Claire MacMurray Howard who wrote about them in a column in the *Cleveland Plain Dealer*. Mrs. Howard and Milton Geiger will write the radio script for the new show and Richard Nichols, radio director of Morse, will direct.

Canada Dry Mystery

CANADA DRY GINGER ALE, New York, on Oct. 3 will return to network radio with a mystery-comedy series tentatively titled *Michael & Kitty* on an undisclosed number of NBC-Blue stations, Friday 9:30-9:55 p.m. (EST). Details were still being worked out by the agency, J. M. Mathes Inc., New York, as BROADCASTING went to press.

Buick Debut

GENERAL MOTORS Corp., Detroit, during the latter part of September will launch a campaign of transcribed announcements for Buick cars on an undisclosed number of stations. Details will be announced the latter part of this week or early next week. Agency is Arthur Kudner Inc., New York.

Scooters

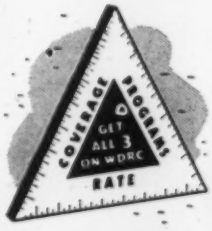
TO AID in conservation of gasoline, WDAS, Philadelphia, has ordered two scooters for its engineering department to be used on remote broadcasts and special events. The motor scooters are similar to those used by the Philadelphia Police Department to patrol the city's subway transportation system. They will not only save gasoline but end parking troubles.

Connect in Connecticut

by using WDRC

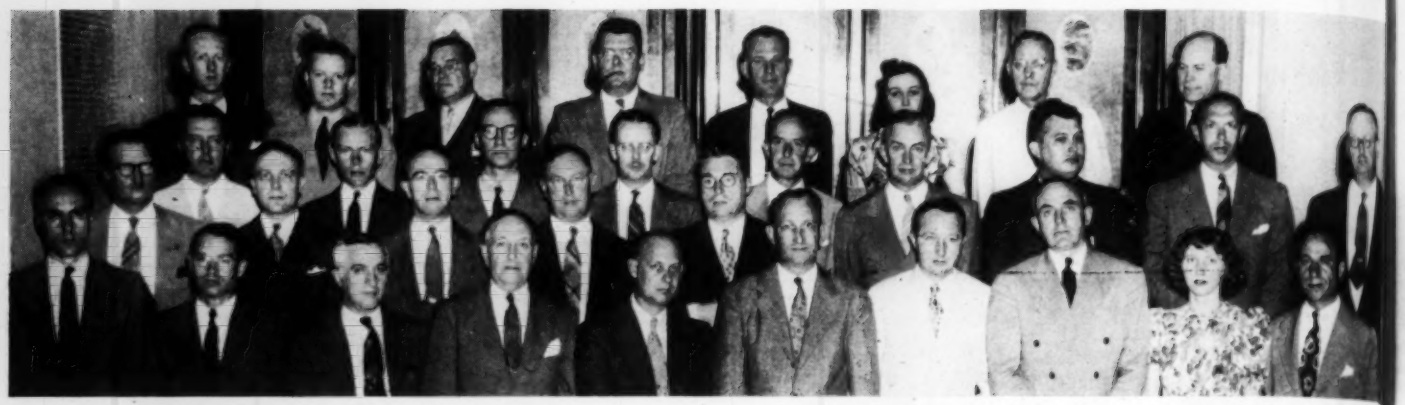
WDRC'S PRIMARY MARKET is Connecticut's Major Market! Here you have over a million people, with a greater income than any group of similar size in the country. Today, this market presents a selling opportunity you can't afford to miss. And you won't miss, if you use WDRC.

As the Basic Columbia Station for Connecticut, WDRC gives you the winning combination of coverage, programs and rate! A Fall schedule on WDRC will prove one of your most productive investments. Write Wm. Malo, Commercial Manager, for availabilities now.



WDRC

CONNECTICUT'S PIONEER BROADCASTER



TO BREAK THE BOTTLENECK in broadcast equipment manufacture, which seriously threatens future operation of all stations, representatives of leading transmitter, tube, antenna and parts manufacturers met in Washington last Wednesday under NAB auspices. They appraised the industry's needs and began plans for drafting of a presentation by NAB to the SPAB-OPM authorities citing radio's minimum requirements as a national defense function.

Shown here, first row (l to r): W. M. Anderson, Westinghouse; H. H. Darbo, Burgess Battery Co.; E. J. Staubitz, Blaw-Knox Co.; A. J. Eaves, Graybar; G. M. Ruoff, Locke Insulator Corp.; George F. Bateson, Truscon Steel Co.; Arthur Stringer, NAB, who arranged the meeting; Neville Miller, NAB president, who presided; Marion Wade, Radio Engineering Labs.; S. Norris, Amperex.

Second Row (l to r): Paul McK. Deeley, Cornell-Dubilier; R. F. Weinig, Wincharger Corp.; Wesley Thompson, John E. Lingo & Son, Inc.; John F. Neary, Lehigh Structural Steel Co.; H. N. Willets, Western Electric.

Third Row (l to r): Russell P. Place, NAB general counsel; R. I Onstad, Thordarson; Bryce Haynes, Audio Devices; S. G. Jones, Gat American Corp.; Ernest F. Ling, Corning Glass Works; L. H. Whitte Graybar; I. R. Baker, RCA Mfg. Co.; H. L. Quick, Isolantite Inc.; K. I Hamilton, Isolantite, Inc.

Last Row (l to r): E. T. Morris, Westinghouse; Sigurd Sollie, Mem vox Inc.; Frank J. Martin, NEMA; Lynne C. Smeby, NAB engineerin director; G. W. Hernan, GE; Ann Page, NAB; C. E. Arney Jr., NAB a sistant to the President; Gustavus Reiniger, Radio Engineerin Laboratories.

Attending the sessions, but not present for the photograph were V Eitel, Eitel-McCullough Inc.; C. E. Brigham, Federal Telegraph Co. Harry Ehle, International Resistance Co.; Joseph Tait, Presto; D. Cooke, Triplett Electrical Instrument Co.; Lawrence Horle, RMA eng neering consultant.

New Defense Board to Speed Granting of Repair Priorities

A-10 Rating Now Given Broadcasting Along With Communications; Extensive Survey Planned

SEEN as a possible solution to the material supply difficulties of the radio manufacturing industry, the newly-created Supply Priorities & Allocation Board announced last Wednesday it would conduct a comprehensive study of the lease-lend, defense and civilian requirements of American producers.

Revelation of plans for the study, designed to develop an overall picture of the prevailing and future supply situation to be used as a basis for coming priority control, followed by 24 hours announcement of a new "streamlined" plan to grant temporary priority assistance for repair work in 20 "essential industries." This plan, which includes commercial broadcasting and communications, designates an A-10 priority rating for materials needed in manufacturing equipment for maintenance and repair of existing apparatus.

Improvement Seen

Announced by Donald M. Nelson, who under the SPAB reorganization succeeds E. R. Stettinius, Jr. as Director of Priorities, the new plan for the first time gives such items as radio transmitters an A priority rating, although on July 1 Leon Henderson, as director of the Office of Price Administration & Civilian Supply, designated commercial radio communications, including commercial broadcasting, as one of 26 essential industries for which preference would be granted on materials for maintenance and repair.

The comprehensive survey of supply and demand, to be supervised by Mr. Nelson, was described as one of the most important steps taken in 15 months by a defense agency. It is thought likely that the study will considerably improve the status of radio manufactures on priority schedules, since it is foreseen that such a survey, conducted by a single overall agency, would substantiate official claims for radio's importance in the defense picture and focus attention on the present situation, under which new radio manufactures are completely stifled and repair and maintenance activities are being forced to a standstill.

Almost coinciding with the SPAB inventory action was a special meeting of leading manufacturers of transmitters, tubes, antennas and parts, called under NAB auspices, for the purpose of making an industry inventory. Even with a Class A-10 rating on emergency repairs, this group concluded, industry requirements could not be met because of the welter of defense orders holding preferential A-1 ratings [see story on this page].

Last Thursday the Defense Communications Board, which last week had authorized creation of a Defense Priorities Committee, announced a sweeping change in membership and procedure, presumably to make the body more effective. Instead of a membership of nine, selected one each from the nine industry subcommittees of DCB, the committee will be made up of five Government members and alternates to be designated by DCB itself within a few days, with each of the nine industry units to designate two "priorities representatives." The latter will not be members of the committee proper, but will be non-Government people on call for consultation with the five-man priorities liaison committee.

Will Be Available

It was explained that the Government men were selected as regular members because they would be on tap to function as needed, while meetings would be more difficult if industry representatives had to travel in and out of Washington. The "priorities representatives" for the industry will have an advisory voice only in Commission action.

An official announcement of the long-range SPAB survey, approved by Vice-President Wallace, SPAB chairman and head of the Economic Defense Board, declared:

"In calling for this long-range, all-inclusive survey of the nation's total needs under the defense program, SPAB followed the view that there must be one authority to develop the official requirement figures on both levels, holding that there would be confusion otherwise, because the several parts of the requirement picture must be developed by separate agencies."

The survey would visualize action on two levels, it was explained: A detailed outlining of both civilian and military needs, including procurement schedules for Army,

(*Continued on page 47*)

Equipment Needs To Be Submitted

A-10 Rating Held Inadequate At Meeting in Washington

MEETING in Washington at the invitation of NAB President Neville Miller nearly two-score manufacturers and suppliers of commercial broadcast equipment last Wednesday surveyed the critical supply situation facing the radio industry and promptly set in motion means of procuring remedial action from the Government.

The consensus of the conference bore out revelations of the recent BROADCASTING survey, indicating an extremely tight situation for repair and maintenance equipment and a complete throttling of new manufactures in the field [BROADCASTING, Sept. 8].

Held within 24-hours after announcement of Preference Rating Order P-22, granting an A-10 priority rating to maintenance and repair supplies for commercial broadcasting equipment, except radio receivers, it was indicated at the meeting that the A-10 rating soon would prove thoroughly inadequate to secure the large variety of critical maintenance parts constantly needed by the industry.

NEMA's Blue Report

It was decided that a comprehensive brief of the needs of the industry immediately would be filed through the NAB with the Office of Production Management and Supply Priorities Allocation Board, newly-created top defense production agency.

Keynote of the meeting was expressed in a report by the Ra

(*Continued on page 49*)

K - I - D - O

NBC - RED AND BLUE

BOISE, IDAHO

CAPITAL OF THE STATE

KIDO HOLDS THE KEY TO THE TREASURE CHEST OF BUSINESS

THE RICH MARKET OF SOUTHERN IDAHO AND EASTERN OREGON

Advertisers find an "Extra Treasure" in KIDO's merchandising, publicity and KIDO's Sampling Girl!

ASK OUR ADVERTISERS!

FACTS

845.00 Per Capita Income

KIDO COVERS IN IDAHO

- 46% Total Retail Sales
- 52% General Merchandise Sales
- 51% Building Material Sales
- 46.8% Gasoline Sales
- 45% Retail Drug Sales
- 43.4% New Car Sales
- 38% Hardware Sales
- 32% Grocery Sales

PLUS

A Generous Slice of Eastern Oregon

JOHN BLAIR & COMPANY, NAT'L. REP.

ADVERTISING PAGES REMOVED

KQW, San Jose, Given 50kw., KSFO Petition Set for Hearing

KQW Under Contract to Be San Francisco Key Of CBS, Which Would Have 38% Interest

THE NETWORK picture in San Francisco took on a new competitive aspect with the action of the FCC last Tuesday granting conditionally the application of KQW, San Jose, to increase its power from 5,000 to 50,000 watts on 740 kc., while it simultaneously set for hearing an application for the same facilities filed by KSFO, present CBS San Francisco outlet.

Located about equi-distant from San Jose and San Francisco, KQW is already under contract with CBS to become its San Francisco key station. The original application, filed with the FCC last November, provided that CBS would hold a 38% interest in KQW but with the requirement that the network could never procure control.

Financing Plan

The FCC grant specified it is conditioned upon submission within six months for approval a "plan of independent financing". It was also made subject to whatever action the Commission might take on multiple ownership overlapping service, since KQW is a sister station of KJBS, San Francisco. Plans for disposition of the latter station, however, are understood to be under way.

The FCC made no explanation of its action beyond the announcement of the KQW grant and the KSFO designation for hearing. KSFO had filed for 740 kc. with 50,000 watts and had proposed that KQW be given its present assignment on 560 kc. with 5,000 watts day and 1,000 night, fulltime. KSFO is contracted as the CBS outlet until Jan. 1, 1942. It also utilizes CBS studios built several years ago at a cost of approximately $135,000, which would be turned over to KQW under lease as part of the new transaction.

Former Commissioner E. O. Sykes, counsel for KSFO, said Friday he felt the FCC unwittingly had done an injustice to KSFO by setting its application for hearing while at the same time granting the identical application of KQW. He said he was confident this error would be rectified on his petition for reconsideration to be filed probably this week. KQW is owned by the Pacific Agricultural Foundation Inc., with Ralph R., Sherwood D. and Mott Q. Brunton as principal stockholders. C. L. McCarthy, general manager of KQW, holds a minority interest.

In addition to the proposed direct stock purchase by CBS provided for in the original application, CBS would advance to KQW approximately $200,000 to be used for installation of the 50,000-watt transmitter at a point between San Jose and San Francisco. In return, CBS would acquire a mortgage on the station property.

Precisely what requirements the FCC will impose for "independent financing" of the KQW 50,000-watt installation was not disclosed.

Unusual significance attaches to the KQW action because of a somewhat parallel arrangement contemplated in connection with WLAW, Lawrence, Mass., CBS outlet. Moreover, CBS has pending a situation involving an ownership interest in the company operating WAPI, Birmingham.

KSFO is owned by Wesley I. Dumm, California real estate operator and broadcaster. CBS originally had an arrangement whereby it proposed to lease KSFO for a long term, which was carried through the courts.

With NBC operating KPO, San Francisco, 50,000-watter as its Red Network outlet, as well as KGO, under lease from GE with 7,500 watts, as its Blue Network outlet, CBS long has been desirous of procuring a peak power station in the market.

ON THEIR HONEYMOON are Thomas C. Hennings Jr., Circuit Attorney of St. Louis and former Congressman, and the former Mrs. Josephine Halpin, woman commentator of KMOX, St. Louis. Mr. Hennings soon takes up duties as lieutenant commander in the Navy and special aide to the Governor of Puerto Rico. Mrs. Hennings returns to KMOX but will join her husband later this year in Puerto Rico.

WEAN Night Boost

WEAN, Providence, operated by Yankee Network Inc., last Tuesday was authorized by the FCC to increase its night power from 1,000 to 5,000 watts on 790 kc. KBIZ, Ottumwa, Ia., was granted increase from 100 to 250 watts fulltime on 1240 kc.

Los Angeles Area Gets Another Station As FCC Issues CP for a 10 kw. Outlet

THE Los Angeles area, which ranks with the New York metropolitan area as the most thickly populated with radio stations, last Tuesday was granted another station—the second new one authorized in the same community within the last few weeks and the highest powered new station granted in at least a half-dozen years.

The FCC on Sept. 9 granted Pacific Coast Broadcasting Co. a construction permit for a new fulltime 10,000-watt station on 1110 kc. in Pasadena, suburb of Los Angeles. Earlier, on Aug. 22, the Commission had granted a new 1,000-watt daytime station on 1430 kc. in the same city to Southern California Broadcasting Co.

The Sept. 9 grant requires a directional antenna and was made subject to whatever action the Commission may finally adopt with respect to the multiple ownership order (No. 84) in view of the fact that J. Frank Burke and his family control KFVD, Los Angeles, and Mr. Burke is also controlling stockholder in Pacific Coast Broadcasting Co.

Springfield, Mo., Grant

On the same day the Commission authorized a new local station with 250 watts on 1400 kc. in Springfield, Mo., the successful applicant being Independent Broadcasting Co., which has the following officers and stockholders: J. H. G. Cooper, president of Cooper Supply Co., Tulsa, Home Securities Co., Springfield Flying Service and other interests, president and treasurer, 50% stockholder; Frank L. Sedgwick, furniture dealer, vice-president, 6%; Irving W. Schwab, attorney, secretary, 18%; G. Pearson Ward, radio store owner, 8%; J. W. Turner, department store owner, 4%; O. E. Jennings, Mound City, Ill., 4%; Mary E. James, 4%; C. G. Martin, 4%; O. M. Griffith, 2%.

Springfield now has two radio stations—KGBX and KWTO—both regionals and both owned by the same interests, which include the local newspaper publishers.

The Pasadena Setup

In Pasadena, which now has a part-time church-owned 100 watter (KPPC), a local broadcasting station was once owned by the *Pasadena Star-News* and *Post*, which several years ago voluntarily surrendered its license to the FCC rather than dispose of the station by sale to several prospective buyers.

With two construction permits granted for Pasadena, the number of stations in and around Los Angeles will aggregate about 20.

In the Pacific Coast Broadcasting Co., Mr. Burke, a onetime newspaper publisher in Santa Ana, is president and owner of 87.5% of the common stock. All the other common stockholders hold less than 2%, and all the stockholders save Mr. Burke hold varying amounts preferred stock. The other large stockholdings are those of Melv Douglas, film star, 1.66% comm 13.33% preferred; George Fischer, retired, 1.66% comm 13.33% preferred; Mrs. Elea Lloyd Smith, vice-president of Ventura Land & Water Co. owner of various realty and oil projects, 1.66% common, 13.3 preferred; Mrs. Roy L. Shoemak member of the State Board of Education, 1.21% common, 11.99% ferred.

Other stockholders, holding than 1% common and 6.66% or preferred are: Royal King, ran er; Mary Ruth Belt, wife of Los Angeles physician; Chester Holifield, merchant; J. Marx Burke, attorney; F. J. Smalley with KFVD; Arthur J. McFadd president, State Chamber of Commerce; Harold G. Jeffery, mem of the State Industrial Accid Commission; John Anson Fo member of the Los Angeles Bo of County Supervisors; O'Brien and Albert M. Tewksbu National Youth Administrati Mrs. Vivian Engstead, sch teacher.

It is understood Mr. Burke his family will be required to linquish their holdings in KF Western Electric equipment for station has already been order and studios will be located in Huntington Hotel in Pasadena, cording to Sidney V. Smith, Wa ington counsel for the company

The Aug. 22 grant in Pasade to Southern California Broadca ing Co., listed the following pa cipals in the company: Marshal Neal, local merchant, presid treasurer, 43.61% stockholder; A. Ragan, salesman of KI Glendale, vice-president, 5%; H Cooper, KIEV salesman, secreta 5%; Edwin Earl, 13.89%, and other stockholders none of wh holds more than 10%.

Pearson & Allen Sign For Serutan Blue Seri

SERUTAN Co., Jersey City p prietary) during the latter p of September or early in Octo will start sponsorship of D Pearson and Bob Allen, news mentators and analysts, on NB Blue. They are now on sustain Sunday 7:30-7:45.

Time and stations are b cleared and will not be set f week or more, but it is certain will be in a spot other than the they now occupy since Menn new show, *What Price Glory* due to move in Sept. 28. U April 20 Pearson & Allen w sponsored by the Brazilian G ernment and have continued without interruption as a susta Agency is Raymond Spector New York.

Attend Premium Session

E. P. H. JAMES, sales promotion rector of NBC's Blue Network, Joseph Creamer, who occupies the position at WOR, New York, re sented radio at a round-table se of the status of premiums in to marketing set-up, held at the co tion of the Premium Advertising of America, meeting at the Co dore Hotel, New York, Sept. 8-12.

Effort to Discredit Newspapers Seen in Investigation by FCC

Steering Committee Suggests a Fact - Finding Inquiry Should Be Conducted Objectively

AS THE FCC prepared to reopen its newspaper-radio hearings next Wednesday, the steering committee of the Newspaper-Radio Committee issued a statement titled *FCC Newspaper Investigation — What Next?* in which it reviews and recapitulates the trends and testimony of the earlier hearings and warns that "those who are aroused about it, whether they are in newspaper offices or in Congress, will have to stand up and be counted before a lot of things which seem to be happening have crystallized into orders and policies."

From its New York headquarters at 370 Lexington Ave., the committee of nine, chosen after the Waldorf-Astoria sessions last May and headed by Harold V. Hough, *Fort Worth Star-Telegram* (WBAP-KGKO), sent its statement in booklet form to newspapers throughout the country with the frank assertion that it was "for the purpose of informing the American press" and that it was "for immediate release to any newspaper which wishes to incorporate it or any part of it in any editorial expression." The release was the second to be issued by the committee, the first having been published in July [BROADCASTING, July 28].

In addition to Mr. Hough as chairman, the steering committee comprises Walter J. Damm, *Milwaukee Journal* (WTMJ), vice-chairman; Tennant Bryan, *Richmond News-Leader* (WRNL), treasurer; Gardner Cowler Jr., *Des Moines Register & Tribune* (KSO-KRNT-WMT-WNAX); James M. Cox Jr., *Dayton News, Miami News* and *Atlanta Journal* (WHIO-WIOD-WSB); Guy C. Hamilton, McClatchy Newspapers of California (KFRB-KMJ-KERN-KWG-KOH); Jack Howard, Scripps-Howard Newspapers (WCPO-WMC-WMPS-WNOX); John E. Person, *Williamsport* (Pa.) *Sun* (WRAK); Nelson P. Poynter, *St. Petersburg Times* (WTSP).

Questions of Public Policy

Asserting that reopening of the hearing Sept. 17 "brings the FCC to the crossroads of fundamental decision on questions of vital import to the American press and the American public," the statement opens by posing three "questions of public policy which squarely confront members of the FCC":

1. Is the Commission going to continue what appears to be the public trial of one group of owners of broadcasting stations without any comparative, impartial inquiry into all kinds of groups of owners and prospective owners of broadcasting stations?

2. Is the Commission going to continue to act upon its apparent original presumption that it has the authority to make rules and regulations limiting or denying the ownership of stations to one group of owners, or is it going to confine its effort to an inquiry aimed at submission of impartial recommendations to Congress?

3. Is the Commission going to persist in suspension of its action on FM applications while it throws an inquisitorial dragnet over all the ramifications of the newspaper and press service machinery which carries on the vital business of disseminating news and information to the American public?

Congress an Afterthought

"Involved in the answers to these questions," it is stated, "is the constitutional right of a category of persons or corporations to exercise privileges which are denied to no other citizens or groups of the United States." The statement argues that such extraordinary power, if exercised, should be held only by Congress subject to cour review.

Nevertheless, it is contended, such power was presumed in the FCC's original order (No. 79) hailing newspaper owners before it, and no mention of possible recommendations to Congress was made until the second order (79-A), amplifying the purpose of the hearings to read "if need be, the formulation of rules and regulations or recommendations to Congress." This and Chairman Fly's similar statement were labelled as "apparent afterthoughts made more than three months after the original order."

If the purpose of the renewed hearings is fact-finding, then the committee asks that they be made objective and impartial and should include comparative consideration of all kinds and groups of station owners, not merely singling newspapers out from all other categories of ownership. "Certainly no such impartiality characterized the first hearings in July," it is stated. "The proceedings had the appearance not only of an attack, but of being a deliberate attempt to discredit newspapers and prejudice their case before the public."

Errors and Conclusions

The many errors in the exhibits presented by the FCC and the "inconsequential nature of much of the testimony" are pointed out, and the Press-Radio Committee draws the following conclusions:

1. That FCC members decided for themselves the Commission had the authority to single out newspapers for this discriminatory investigation, and therefore refused even to listen to arguments regarding jurisdiction until they had put upon the record all the testimony they desired.

2. That the FCC has combed and may continue to comb the private files of newspapers, newspaper organizations and press associations to gain such advantages as it can in prosecuting its purpose.

3. That the technical machinery of the Commission has been used in an attempt to develop evidence that concentration of newspaper ownership tends toward a monopoly of news dissemination not in the public interest.

4. That no other category of ownership had been compared with newspaper ownership in the preparation of exhibits which on their face called for comparative data.

5. That investigation of a few individual newspaper operations are to be given emphasis by the FCC with the intent of proving that special practices or policies are typical.

6. That the early history of press service and certain special newspaper relationships to radio stations and networks has been used as a basis for judging wholly different policies which govern those relations today.

7. That the FCC aimed to establish a case for the inherent bad influence of newspapers upon news service to radio.

ROUND AND ROUND rode Pete Lyman (left) as he gave listeners to WTCN, Minneapolis, the story of how it feels to ride with Marjorie Kemp, auto racer, who participated in events at the Minnesota State Fair Motordrome. All went well until an assisting engineer in the center of the track found he hadn't been turning fast enough and the wire began to wind about his body. By the time Miss Kemp could be stopped he was well wrapped with cable.

New Cudahy Serial

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 22 substitutes a new Monday through Friday serial, *Helpmate*, for *Bachelor's Children* in the 10:30-10:45 a.m. period on NBC-Red. The latter program will be sponsored by Colgate-Palmolive-Peet Co., Jersey City, for Colgate dental cream through Ted Bates Inc., New York. The new series, featuring Arlene Francis, is a package show produced and sold by C. B. Morse, New York. Blackett-Sample-Hummert, Chicago, is agency.

New Sperry Serial

SPERRY FLOUR Co., San Francisco, subsidiary of General Mills, on Sept. 29 is scheduled to start a dramatic serial, five times weekly on 8 CBS stations in the West, for 30 weeks. Series will originate in Chicago. Agency is Knox-Reeves, Minneapolis. The station list: KSFO KNX KARM KOIN KIRO KFPY KSL KLZ.

FCC Press Probe Resumes Sept. 17

Hearst, Cowles, Kansas City Organizations to Appear

THREE important newspaper radio organizations—Hearst Radio Inc., *Des Moines Register & Tribune* and the *Kansas City Star*—will be covered by the FCC newspaper-divorcement inquiry when hearings are resumed Sept. 17.

Only five hearing days are in prospect for the two-week period ending Sept. 27 and these three cases probably will consume all of the available time. Afterward, probably during the week beginning Sept. 29, the FCC will reopen press association radio activities, presumably with emphasis on purported efforts of AP, UP and INS to thwart development of new press organizations in the radio field six or seven years ago. A preliminary foray into this phase had been launched by the FCC when the first installment of the inquiry ended Aug. 1.

Hearst First

Called to appear Sept. 17 are the Hearst radio stations. Witnesses expected to testify, at the request of the Commission, are Maj. E. M. Stoer, general manager of the Hearst stations, and Charles L. McCabe, president of Hearst Radio Inc. William A. Porter, Washington attorney for Hearst, will represent the organization. Stations involved are WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; WISN, Milwaukee; KYA, San Francisco.

Scheduled tentatively to appear Sept. 18 is Luther L. Hill, executive vice-president of the Iowa Broadcasting Co., operating the *Des Moines Register & Tribune* stations. These stations are KSO and KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D., affiliated with IBC. Paul M. Segal is Washington counsel.

Asked to testify on behalf of WDAF, Kansas City, operated by the *Kansas City Star*, tentatively scheduled for Sept. 19, are Roy Roberts, editorial head of the newspaper, and H. Dean Fitzer general manager of WDAF. Arthur W. Scharfeld is the Washington attorney.

In each instance, correspondence and files have been requested or examined by the FCC inquiry staff. It is presumed the Commission's examination will cover such matters as competitive effect of dual newspaper station operation, exchanges of station time for newspaper display space, and purported advantages accruing to joint newspaper-station operation as against independent station operation.

The Commission is expected to recess Sept. 19 until Sept. 25, since FCC Chairman James Lawrence Fly will be in Chicago to keynote the special convention of National Independent Broadcasters on Sept. 22 and 23.

FCC May Act on Six Super-Power Pleas

National Defense Cited As Justifying Wider Station Service

ACTION by the FCC in the near future on superpower grants for a half-dozen stations as a defense emergency measure was foreseen last week with the disclosure that six major stations have pending or are in the process of filing applications for output of from 500,000 to 750,000 watts.

WOAI, San Antonio, last Tuesday filed with the Commission an application for 750,000 watts on its Class I-A channel, citing inadequate rural coverage and the defense emergency. Already pending in proper form as a result of recent revised applications are the requests of WLW for 650,000 watts, of WSM for 500,000 watts, and a petition for 500,000 watts not yet accompanied by the prescribed engineering form, filed by KSL, Salt Lake City.

The FCC has been notified by WHAS, Louisville, that it will file within a fortnight an application for 750,000 watts. Similarly, WHO, Des Moines, is working on an application for an increase to 500,000 watts. This would make a total of six stations, all in the Class I-A category, seeking what heretofore has been regarded as superpower.

Serving Remote Areas

That the Commission is disposed to modify existing regulations to permit power in excess of 50,000 watts has been indicated for several months. The Defense Communications Board, of which FCC Chairman James Lawrence Fly is head, emphasized the need for providing reliable broadcast service to remote areas in a recent announcement [BROADCASTING, Aug. 11].

It stated that while all urban areas are adequately covered for emergency defense communications certain rural sections are still without reliable broadcast service. Horizontal increases in power for regional stations from the present peak limit of 5,000 watts to 10,000 watts daytime, also are believed imminent. WIBW, Topeka, and WCHS, Charleston, already have filed petitions seeking this increase.

On behalf of WOAI, W. Theodore Pierson, Washington attorney, last Tuesday filed an application accompanied by a petition, for an increase to 750,000 watts from its present output of 50,000 watts. Whereas 500,000 watts heretofore has been regarded as the peak for clear-channel stations, WLW having used it experimentally for several years, it is understood that equipment manufacturers feel they can produce efficient transmitters having a 750,000-watt output, but not in excess of that.

WHAS, through its attorney, George B. Porter, former FCC assistant general counsel in charge of broadcasting, notified the Commission last month that an application shortly would be filed for 750,000 watts. The present WHAS 50,000-watt transmitter already has all the fittings necessary for superpower operation. WHO is understood to be working on its application through its attorney, Frank D. Scott, and the engineering firm of Jansky & Bailey, with the petition likely to be filed within the next fortnight.

Preparing Data

KSL on Aug. 20 filed a petition seeking FCC action on its original application, pending since 1936, seeking 500,000 watts. The station, is working with the engineering firm of Ring & Clark on preparation of a formal application. Engineering work on all of the pending applications or immediately proposed applications, save those of WHO and WSM, likewise is being handled by Ring & Clark.

WSM on June 3 filed a petition amending its original application, also pending since 1936, seeking 500,000 watts. On June 21 WLW submitted its petition seeking 650,000 watts during regular operating hours. WLW now is using 500,000 watts output between midnight and 6 a.m. [BROADCASTING, July 7].

In 1936 there were 13 stations which had pending applications for 500,000 watts, which precipitated the so-called superpower fight. Now in the suspense file are the applications seeking this output of WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WSB, Atlanta; WJR, Detroit, WGY, Schenectady. The status of certain of these channels, however, has changed since 1936.

The WOAI petition brings out that the station operates on 1200 kc. as a Class I-A outlet and that it has had a 500,000-watt application pending since July 2, 1936. The hearing originally was scheduled for May 16, 1938, but was later indefinitely continued, with no hearing date yet reassigned. On the basis of additional technical information, WOAI amended its application to provide for 750,000 watts.

Need for Service

Attorney Pierson cited the urgent need for improved service by WOAI, pointing to the vast number of isolated rural listeners in the sparsely settled areas of Southwestern United States. The petition recited in narrative fashion benefits that would be derived from the grant to rural residents now deprived of adequate service. The power increase would result in service to nearly a million additional rural Texans both day and night, as well as to listeners in New Mexico, Colorado, Arizona, Oklahoma, Arkansas and Louisiana. Many of these listeners have no other service available to them but intermittent reception at night.

Calling attention to the "grave national emergency with which this nation is now faced", WOAI contended that there is no more vital feature of national defense organization than communications.

"It has been proven in the European wars that no small part of the defeat or the victory experienced by any nation is attributable to the attitude, effort and courage of its civilian people," said the petition. "There is no other instrument that can be made to afford the direct, speedy and certain communication with our civilian population than that which can be supplied by radio broadcasting."

The imperfections in the existing system of broadcasting are manifest chiefly in its failure to reliably serve rural listeners, WOAI contended. "Our present system will fail to meet the demands of the present and forthcoming national emergencies to the extent that it is deficient in this respect. To leave these isolated people without service during normal times is sad enough, but to leave them without service during these far from normal times is to substantially impair our national security, strength and morale."

Among other things, WOAI cited work of the national defense agencies in perfecting air raid warnings and other controls of movements of civilian population in the event of hostilities. The Southwestern border always has been a primary consideration in defense plans, it was pointed out. WOAI now is being employed by the Third Army as an instrument in carrying out its current maneuvers with the Second Army, it was brought out.

Needs of Southwest

WOAI contended there are no social objections to its proposal and that old arguments that superpower will amount to a "dangerous avenue of control over the philosophy and attitude of our people" has no valid basis. The maximum number of people who would receive satisfactory service from WOAI would be approximately 2 million, it said. The argument that WOAI would satisfactorily serve the entire nation is "patently false", the petition added, declaring that the station is not proposing to render "nationwide" service but is merely proposing to render satisfactory service to those States which are logically within its geographical hinterlands, or in the Southwestern portion of the United States.

Economic objections likewise hold no water, WOAI contended, in view of the sparsely settled areas that the station proposes to serve. Coverage of rural listeners is seldom a substantial factor in the determination of the rate base of stations assigned to serve urban communities, it was contended.

Finally, WOAI held it was one of the few U. S. stations that enjoys an appreciable listening audience in Mexico, because of its po

(Continued on page 43)

Plug for Clears

PROMOTING the clear-channel campaign, WLW, Cincinnati, now uses special stationery carrying squibs on advantages of clear-channel service for all agricultural department mail. Letter tops read, "Your Clear Channel Service . . . WLW . . . the Nation's Station." Across the bottom is another plug, "Radio service from a clear-channel station is the only modern cultural force many farm families can enjoy today on a par with their 'big city' neighbors."

THEY WERE IN THE NAVY THEN

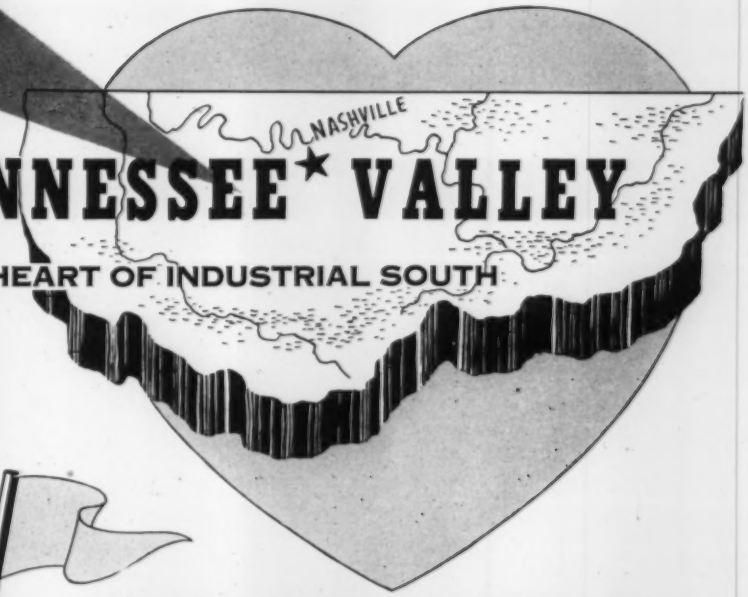
One of a Series

FIGHTING AT SEA was part of the lot of this group of agency and station men now identified with radio during the first World War. For identifications, service records and pictures as they are now, see page 43.

POWER —WHERE POWER COUNTS MOST!

THE GREAT TENNESSEE VALLEY

THE HEART OF INDUSTRIAL SOUTH



Power--right down the middle with a "click"

WLAC's 50,000 watts, to go into effect this fall, will mean a power-full coverage of one of the nation's richest territories .... the great Tennessee Valley, the heart of the industrial south. In this area is concentrated a great portion of the southland's permanent industries, attracted by the world famous T.V.A. power economies. May we give you the complete story?

Going this fall to 50,000 watts

COVERED FULLY AND INTELLIGENTLY BY

WLAC Nashville

TOP CBS PROGRAMS

J. T. WARD, OWNER ★ F. C. SOWELL, MANAGER

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

Sponsors Signing For Pro Football

Cardinals Only Team Without Contract With a Station

ALL BUT ONE of the teams of the National Professional Football League have signed with individual stations for coverage of their games this season, and most of the stations have already signed sponsors. This was reported to BROADCASTING last weekend by the Chicago office of Elmer Layden, the League's high commissioner.

The Chicago Cardinals have no contract with any station or sponsor. Sponsors are as yet unreported for the Chicago Bears, signed by WENR, and for the Washington Redskins, under contract to WOL, but they are expected momentarily.

New York Sponsors

Pabst Brewing Co. will sponsor the New York Giants' schedule on WHN, and last Wednesday Gillette Safety Razor Co. signed with WOR to sponsor the Brooklyn Dodgers' schedule over that station. The latter contract is the fourth to be signed with WOR and MBS by the razor company, which is currently sponsoring major fights, has signed for the World Series on the network and has already engaged to cover the final pro football championship in December.

The Brooklyn Dodgers' schedule started with a night game last Tuesday, which was carried on WOR under sponsorship of its parent company, R. H. Macy & Co., department store. WOR reported that officials of Gillette were so impressed by the showing of the Dodgers that they decided to take on the remaining 12 games of the schedule. Exclusive television rights to all home games of the Dodgers at Ebbetts Field have been awarded to WNBT, NBC's video station in New York, and will be presented on a sustaining basis.

Cleveland Rams games will be sponsored on WGAR by Texaco Dealers of Ohio; Green Bay Packers on WTMJ, Milwaukee, by Wadhams Oil Co.; Detroit Lions on WXYZ and the Michigan Network by Pfeiffer Brewing Co.; Philadelphia Eagles on WFIL by Atlantic Refining Co.; Pittsburgh Steelers on WWSW by Atlantic Refining Co.

Tennessee Grid Hookup

WBIR, Knoxville's newest station has obtained exclusive broadcast rights for all of Tennessee football games. The entire schedule of three-time bowl winners will be originated by WBIR for a State network which includes WBIR, Knoxville; WSIX, Nashville; WDEF, Chattanooga; WJHL, Johnson City; WKPT, Kingsport; WOPI, Bristol; and a group of West State stations.

GULF OIL Corp., Pittsburgh, has been charged in a Federal Trade Commission complaint, released Sept. 8, with false and misleading representations for Gulfspray and Gulf Livestock Spray in radio continuity and advertising in other media.

SPORTSCASTERS of Tide Water Associated Oil Co. recently convened in San Francisco in a two-day session in preparation for the 16th consecutive season of broadcasting intercollegiate football on the Pacific Coast. The men who serve behind the microphones were given first hand information on football rule changes by Pacific Coast Conference Football Commissioner Ed Atherton and Louis Conlan, leading grid official. They are standing (l to r) Commissioner Atherton, Harold R. Deal, manager of advertising and sales promotion, Tide Water Associated Oil Co.; sportscasters, Ted Bell, Jack Shaw, Lou Gillette, Hal Wolf, Doug Montell. Standing (middle row), sportscasters John Carpenter, Mike Francovich, Bill Mock. Seated, Louis Conlan, official; sportscasters, Pat Hayes, Frank Bull, Rod Klise, Art Kirkman.

Tide Water's Coast Schedule Marks 16th Year of Football

Conference for Announcers Held by Harold Deal As Plans for Autumn Are About Complete

TIDE WATER ASSOCIATED OIL Co., San Francisco, will sponsor all collegiate football games on the Pacific Coast this year, its 16th consecutive year on the air with the grid sport. Announcement came from the office of Harold R. Deal, manager of advertising and sales promotion for Associated.

Although all contracts with the various stations and networks had not been signed when BROADCASTING went to press, it was indicated this year's list of stations will equal, if not surpass the number used in past years. NBC-Blue and Don Lee-Mutual on the Coast will be utilized, as well as a number of independents. In previous years Associated had used NBC-Red and CBS, as well as Mutual, but is shifting to the Blue this year and dropping CBS completely.

Announcers Meet

Associated held a two-day sportscasters meeting in San Francisco Sept. 4-5, which was presided over by Mr. Deal. Sportscasters were given a thorough schooling in the various systems of play to be used by college teams of the West. Jess Cravath, head football coach at the U of San Francisco, devoted a considerable portion of the first day's session to a technical analysis of style of play to be employed by each team whose games will be broadcast.

Edwin Atherton, football commissioner of the Pacific Coast Conference, discussed rule changes, assisted by Louis (Dutch) Conlan, Pacific Coast football official. Plans were worked out for a more uniform manner of broadcasting of football games so that descriptive terms employed by sportscasters throughout the West will be more readily understood by their audience.

The general style of the sportscasts will remain unchanged. Plans are under way to spotlight attention on service teams and to that end Mr. Deal announced arrangements to introduce one or two men from various Army, Navy, Marine or Air Corps camps over the air at halftime on all broadcasts.

As in previous years, sportscastcasters assigned to handle the various games will be stationed in areas from which broadcasts originate.

Those at the conference included: Ted Bell, Seattle; Rod Klise, Pat Hayes and Lou Gillette, Idaho and Eastern Washington; Hal Wolf, Doug Montell and Carroll Hansen, San Francisco area; John Carpenter, Jack Shaw, Art Kirkham and Bill Mock, Oregon area; Mike Frankovich and Frank Bull, Southern California.

The broadcast schedule opens Sept. 19 with airing of the Gonzaga-Tempe Teachers game at Spokane and will continue through to the annual East-West Shrine game at San Francisco Jan. 1.

Mantle Lamp Plans

MANTLE LAMP Co. of America, Chicago (Aladdin lamps), is preparing a series of quarter-hour transcriptions to be placed on a number of unselected stations. Transcriptions feature Smilin' Ed McConnell. Presba, Fellers & Presba, Chicago, is agency.

KRJF, MILES CITY OPENS IN MONTANA

FEATURING transcribed salutes from KOA, Denver; KSL, Salt Lake City; KWYO, Sheridan, Wyo.; KFYR, Bismarck, N. D. and the Z-Bar network stations in Montana, as well as a remote from KGCX, Wolf Point, Mont., the new KRJF, located in Miles City, Mont., went on the air Sept. 4. On hand for the inaugural was Peter Lyman, of WTCN, Minneapolis, as m.c., and several Minneapolis artists.

Construction permit for the new station, which now operates on 1340 kc. with 250 watts, was granted Aug. 14, 1940, to the Star Printing Co., publisher of the *Miles City Star*, controlled by Sarah M. Scanlan. General manager of KRJF is W. F. Flinn who also manages the *Star* and Don Tannehill, formerly of KFKA, Greeley, Col., and KYAN, Cheyenne, Wyo., has been named commercial manager. Mr. Tannehill's sister, Mary Virginia Tannehill, has been named program director. Chief engineer is Henry J. Poole, former Navy and Transradio operator and recently with KWAL, Wallace, Ida., and his assistant is Roy Nelson, formerly of KITE, Kansas City.

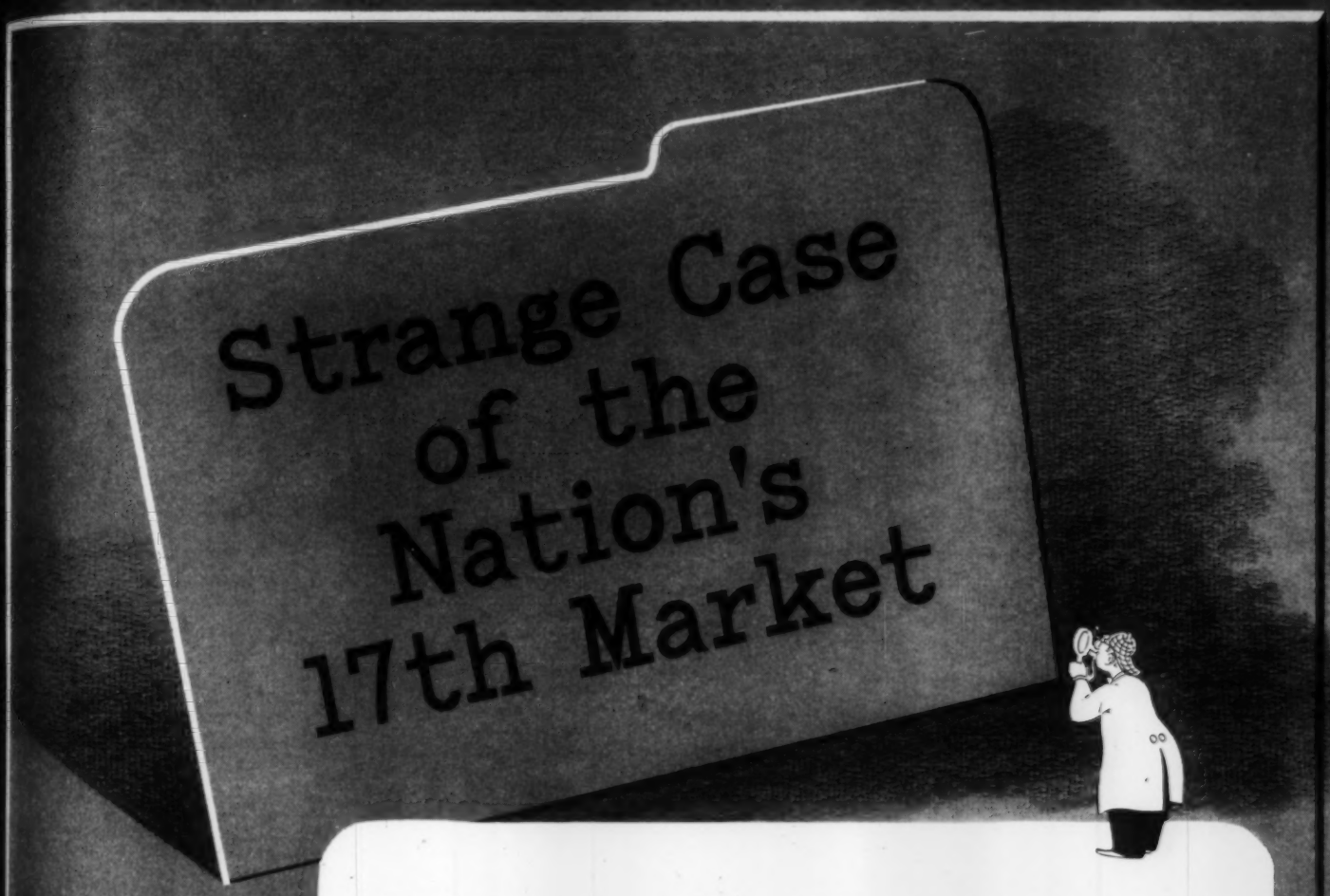
Station is RCA-equipped throughout and a combination studio-transmitter on the city limits is used where a 194-foot tower, purchased from Truscon Steel Co., has been erected.

Safeway Spots

SAFEWAY STORES Inc., Oakland, Cal. recently started a three-week campaign on 22 stations in the West on behalf of its new soft drink product, Sno-Cola. Transcribed one-minute dramas are used on varying schedules. The copy is directed to high school and college youths. The commercials are spotted in swing and popular music programs of general appeal to youth. Agency is J. Walter Thompson, San Francisco. The station list: KFSD KHJ KNX KEL KALE KOMO KFWB KGW KFRC KPO KGW KJR KI KSAN KSFO KROW KOIN KL KFBK KMJ KERN KFPY. Supurb Soap, Safeway recently started *Judy & Jane*, 15-minute transcribed drama series, five times weekly, on WRC, Washington. Safeway also is sponsoring *Bill & Bob*, transcribed drama series five times weekly on WRC to advertise Lucerne Milk.

Albers Mysteries

ALBERS MILLING Co., Seattle (flapjack flour), on Oct. 2 starts *Whodunit*, weekly murder mystery game on 7 CBS stations in the West. The show is the property of Lord & Thomas, San Francisco, which last spring placed it on KFRC, San Francisco for Levi Bros., clothing chain. The Albers deal was closed by Art Kemp, Pacific Coast sales manager of CBS, and Charles Morin, San Francisco sales manager. The programs will be produced from Hollywood Thursdays, 7:30-8 p.m. Agency is Lord & Thomas. The station list: KSFO KNX KARM KOIN KI KFPY KSL.



CONSIDER the strange case of WGBI. It does the complete job in a market that's a real desert island so far as outside stations are concerned. The Pocono Mountains and a few other natural obstacles take all the zip out of outside signals before they can get into the WGBI market.

That's a mighty interesting (and profitable) fact for advertisers. But it's even more interesting when you consider that this "island" market is the 17th largest in the United States with a population of 652,000. A Dr. Starch and Staff survey revealed that 98% of the daytime listeners and 96% of the nighttime listeners in WGBI's home County keep their dials glued to WGBI.

Scranton **WGBI** *Pennsylvania*

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SCRANTON BROADCASTING, INC. • Frank Morgan, President

ARE SALES SPOTTY IN SPECK (Ky.)?

WAVE feels no rancor toward Speck (Ky.), but *gosh!* fellers, you just can't expect big business from such small villages! Especially when 55.6% of Kentucky's income tax payers are concentrated in the Louisville Trading Area, which buys far more of everything than the rest of the State *combined!* Reaching every corner of this moneyed market, WAVE gets results at lowest cost, delivers *listeners* because we're the only NBC Basic Red Network outlet within 100 miles! Want *all* the facts?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C. Basic Red

FREE & PETERS, INC.
National Representatives

THE VOICE OF MISSISSIPPI

WJDX

JACKSON

NBC RED

OIL CAPITAL OF MISSISSIPPI

Another of those we serve—Yazoo City—location of famous Tinsley oil field.

Population—7,258
Sales Establishments—146
Total Sales—$5,216,000.
Distance from Jackson—43 miles

Invest your advertising dollars with WJDX — Dominant Radio Station in Mississippi's growing market.

Member of Southcentral Quality Network

WJDX - WMC - WSMB - KARK
KWKH - KTBS

Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

IN A 56-PAGE plastic-bound brochure, containing color charts and graphic representations of statistical material, WIBW, Topeka, has published *The 1941 Kansas Radio Audience*, fifth in a series of annual studies of radio listening in Kansas conducted by Dr. H. B. Summers, of Kansas State College. In the 1941 survey, similar to those conducted annually in Iowa and Kansas, Dr. Summers was assisted by Dr. F. L. Whan, chairman of the Department of Speech & Radio at the U of Wichita.

For the 1941 personal-interview survey information was secured from representatives of 2,666 families living in Kansas cities, 1,780 living in villages of less than 2,500 population, and 2,557 living on farms. The scientific sampling survey covered economic facts about Kansas families, station preference, listening hours, program preferences, and trends in listening habits.

* * *

Newsroom to Theatres

THROUGH cooperation of Fanchon & Marco, KXOK, St. Louis, feeds four five-minute newscasts daily to four local movie theatres, direct from KXOK studios. The news, presented by Warren Champlin, KXOK announcer, is promoted through screen credit, a billboard in front of each theatre, and a display case for promotional material in each lobby. A UP news ticker operating throughout the day, also has been installed as an exhibit in the lobby of the Fox Theatre as part of the promotion.

* * *

Bessie's Big Day

THE FIRST anniversary of Bessie Beatty as a women's commentator will be celebrated Sept. 23 by WOR, New York, with a party for *Bessie Beatty* listeners. On that day the Monday-thru-Friday program will originate in the WOR-Mutual playhouse, where over 700 guests are expected. Noted radio personalities as well as all of her nine sponsors will join in the birthday greetings.

* * *

Salem Air

WESX, Salem, Mass., is distributing tin cans labelled "450,000 cash customers daily breathe this sales laden air." Wrapped in an orange wrapper and sent in a similarly colored box, the label says, "mix a generous quantity of the enclosed air with a portion of your advertising budget."

* * *

Atlas of Wholesalers

AVAILABLE to any national advertiser or agency, KMA, Shenandoah, Ia., has published a copyrighted *Atlas of Wholesale Grocers* in its coverage area. In addition to the grocery directory, the brochure includes success stories, market analyses and other descriptions of the area.

* * *

Signs of Bands

IN ALL SUPPER CLUBS and other spots from which WOR, New York, picks up remote dance band music, the station has placed prominently large signs reading: "Here and wherever you go, you'll find big name dance bands on WOR-Mutual."

Merchandising & Promotion

Kansas Audience—Birthday for Bessie—Atlas of Wholesalers—Stars—FM Signs

Stars at Food Show

NBC network stars will headline the Omaha Food Show in Omaha, Neb., Sept. 22-27 when an even dozen of the entertainers will make an appearance through the auspices of WOW. Appearing will be Tom Wallace, Mary Anne Mercer, Whitney Ford, the Tom, Dick and Harry trio, Lou Trendler, Don McNeill, Eddie Peabody, Evelyn Lynne, Garry Moore, Nancy Martin and Curley Bradley. Arrangements were made by John Gillin Jr., manager of WOW.

* * *

Folios for Stars

PROVIDING radio editors with a complete folio of facts and gossip about new programs and their stars, ready for use as news stories, biographical sketches or simply paragraphs in a column, CBS publicity department has sent the editors folders of stories and pictures on Orson Welles and his new *Mercury Theatre* series for Lady Esther cosmetics and on Bob Burns and his *Arkansas Traveler* series for Campbell Soups.

FIRST USER of billboards for FM is the claim of W65H, Hartford, for its promotion displays around Connecticut. William F. Malo is commercial manager.

* * *

More Corn

AN ADDITIONAL $100 has been contributed by WHO, Des Moines, Ia., to the prize fund of the Corn Belt plowing match, to be held Sept. 20 near Albia, Ia., bringing the total amount to $600, according to Herb Plambeck, WHO farm news editor and director of the contest. In addition WHO is offering a trophy to the winner in the junior class among the plowmen.

* * *

Diamonds for 300's

DIAMOND rings, valued at $100, are presented to bowlers rolling 300 games as a feature of the *Ten Pin Toppers* program each Sunday on WSYR, Syracuse. Program which runs for the duration of the bowling season also gives latest bowling scores and news.

* * *

Flowers for Madam

LISTENERS of KROD, El Paso, are asked each week to nominate their choice for the outstanding woman of the week in El Paso. Competent judges then make the final selection, the winner being saluted on the *Woman of the Week* program and being presented with a corsage.

Girls Sing for GE

A CHANCE to win a fellowsh worth $4,000 to sing on a coas to-coast network and win $1,000 cash has been offered talented co lege girls by General Electric C through Phil Spitalny and his a girl orchestra on the *Hour Charm* program beginning Sunda Sept. 28 at 10 p.m. (EST) on NB Red. The best feminine vocali from each of the 10 leading sta universities will be heard in successive weeks on the *Hour Charm*. Each will be given a tw minute featured spot in which demonstrate her singing ability the nation. The three girls a judged best will be brought back additional appearances.

* * *

WBAL-Red Ceremonies

SPECIAL ceremonies attendi WBAL's affiliation with NBC-R Oct. 1 will feature two-way tal between Baltimore and NBC's co respondents in London, Berlin a Moscow. The broadcast will ori nate at the Baltimore Advertisi Club where A. A. Schechter, dir tor of the news and special even division of NBC, will call in Fr Bate from London, Charles Lan from Berlin and Robert Magad from the Russian capital. Coop ating further in the ceremon NBC has sent WBAL a pho graphic exhibit of 75 Red netwo stars for display. The pictures 12x20 mat prints, the work of L Lee Jackson, NBC's portrait p tographer. All are framed ready to be hung as a regular exhibit.

* * *

Pennies for Soap

PROMOTING Sweetheart Soa daily five-minute newscast, WR Rockford, Ill. distributes to wom shoppers in the downtown busin district cards calling attention the sponsor's current one-cent s To each card is attached a pen with the message: "This penny titles you to one cake of Swe heart Soap with the purchas three bars at the regular pri along with mention of the WB program.

BROCHURES

WNEW, New York — Descri folder of Stan Shaw's *Milkman's Matinee* all night show which is offere tap the vast listening audience of n workers on defense projects.

WDRC, Hartford—Eight brochur tled "Connect in Connecticut" ch the advantages of using the statio an advertising medium to reach Connecticut market.

WOWO-WGL, Fort Wayne, In Folder titled, "Letters to a La citing the mail response to Jane W ton, station home economics speci

WOR, New York—Seven page with two color cover summarizin joke show, *Can You Top This?* lauding its audience appeal.

WFBL, Syracuse—24-page bo containing photos of all partici in early morning show.

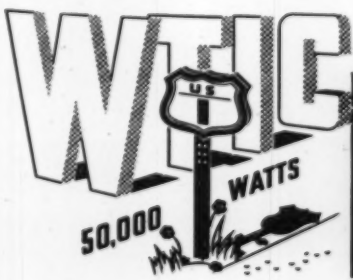
百年樹人

"One year to grow rice, ten years to grow trees, one hundred years to grow men."

(AN OLD CHINESE PROVERB)

For more than *three* hundred years, men with skilled hands and keen intellects have been a tradition and a living fact in Southern New England. This, no doubt, explains why the manufacture of vast quantities of vital precision articles for national defense has been entrusted to this section, giving impetus to additional spending in this always lucrative market.

During the past sixteen years, the friendly, persuasive voice of WTIC has carried conviction into thousands of homes in this wealthy and responsive area. This same voice can gain acceptance here for *your* product as it has for many others.



DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

Purely PROGRAMS

EVERYTHING from a pin to a load of hay big enough to make a mattress will be the object of search by contestants on *Go Get It*, to start Sept. 10 on WOR, New York. Each contestant will be given one "go-get-it" assignment to execute in an hour. If he returns successfully before the program is over, he receives a cash prize and is interviewed over the air by Joe Bolton and Neil O'Malley. A grand prize is given for the best story and the most ingenuity in completing the assignment. An added feature will be a headline interview with a national "go-getter"—an explorer, a scientist—anyone who has had to go get something.

* * *

Classified

CLASSIFIED advertising directories provide program material for a new series on WHAT, Philadelphia, giving information on business opportunities, used car sales, real estate sales and rentals, and job openings.

Dr. Problem

PROBLEMS of general interest concerning marriage, vocational guidance, moody children, etc. will be solved by the *Problem Doctor*, a thrice-weekly quarter-hour program starting Sept. 22 on WGN, Chicago. Program will be sponsored by Rubin's, women's department store. Schwimmer & Scott is agency.

* * *

Town Crier

HEARD five days weekly, the new *Of Public Interest* feature on KFRU, Columbia, Mo., features news from Army camps, plugs for programs of general interest and unusual news reports not included in the regular newscasts.

Military Formula

SPECIALLY DESIGNED for members of the U. S. armed services located at defense bases outside the country, the program *News From Home* is shortwaved daily on WRCA and WNBI, NBC's international stations, featuring a Washington round-up of news, local news from major cities and a six-minute sports resume.

* * *

Nancy Co-ed

WBLK, Clarksburg, W. Va., has started a program of college news. Nancy Garrett, U of West Virginia senior, travels from the school at Morgantown every second week to review the activities of college students in the vicinity.

Stars on the Spot

WMCA, New York, has started a new kind of quiz show, *45 Questions From Broadway*, as a Sunday afternoon feature. Questions, submitted by listeners and answered by four Broadway stars each week, deal exclusively with New York's theatrical district and its history. Ted Cott is m.c. of the series which is conducted under the auspices of Bundles for Britain and awards special "V" Victory pins to quiz winners. Those sending in questions used on the program will receive copies of "20 Best Plays of the Modern American Theatre."

* * *

Selectee's Own

SELECTEES at Camp Polk, Leesville, La., on Sept. 10 started their own weekly program, *America At Attention*, on WWL, New Orleans. The quarter-hour variety show is to be written and produced entirely by selectees at the camp with nothing but purely technical advice from station personnel. The remote broadcast, heard Wednesdays, 8:30-8:45 p.m., features the camp's swing, military and hillbilly bands, and other talent.

* * *

Jobs to Get

DESIGNED to give expert advice and instruction to job-seekers, WWDC, Washington, has started the new *You Can Get That Job* series in cooperation with the WPA. The program is conducted by Dr. Mitchell Dreese, an authority on unemployment problems. Personnel managers of important Washington business organizations appear as guests, adding personal experiences and their advice to Dr. Dreese's counsel.

* * *

Fashion Buys

A FASHION DRAMA, titled *Glamour For Every Purse* started Sept. 10 has become a regular feature on WBYN, Brooklyn. Conducted by Rosabelle Miller, former buyer of fashions for R. H. Macy, New York, the program utilizes a standard dramatic pattern to bring to listeners the latest in fashion news, the most interesting of fashion personalities and "best buys."

* * *

Hollywood Quiz

MANAGEMENT of the New Pantheon Theatre, Toledo, O., has purchased a daily quarter-hour on WTOL. Program, titled *Movie Man*, has the announcer move through the theatre asking questions about movies.

A $10,000,000.00 Beauty!

With 85 per cent of the nation's Angora goats browsing on Texas ranches, practically the entire mohair industry of the state is centered in the South Texas area — where WOAI is the most powerful advertising influence!

Mohair is big business down here. Two clips each year — spring and fall—"ring the cash register" to the tune of more than $10,000,000.00 on thousands of ranches and in scores of thriving cities and towns throughout the territory.

Year after year it is WOAI's privilege to give advertisers the readiest and most economical access to the diversified wealth of the Central and South Texas market.

WOAI San Antonio

50,000 WATTS

CLEAR CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AFFILIATE NBC MEMBER TQN

MAL HALLETT records for LANG-WORTH

WATER FOR YANKEE
Mountain FM Site Goes Deep For Its Supply

THE QUEST for water for the transmitter of W39B, Yankee Network FM station located on the top of Mt. Washington, N. H., ended a fortnight ago, climaxing three months of arduous drilling.

Originally water was transported up the 4,000-foot mountain by tank trucks, forced to travel over more than three miles of steep and winding roads. Later high pressure pipes were used to force the water up the 4,000 feet. Drilling on the present well began early last June and for three months, 10 hours a day, 72 days, the work of boring a 15-inch shaft went on. With drilling limited by the rock formations, especially layers of solid granite, to only 20 feet daily at the most, the task seemed hopeless.

Finally on Sept. 2 after drilling a 1,100-foot well that pierced down through the mountain's core to 6,300 feet below sea level, a rush of ice cold water surged up the shaft to within 200 feet of the top. An analysis of the water showed its temperature to be 32 and one-tenth degrees—one-tenth of a degree colder and there would have been no water, only ice and 12 weeks of drilling would have been in vain.

Appliance Campaign

GAS APPLIANCE SOCIETY of California, San Francisco (gas appliances), on Oct. 1 will start a one-month campaign on 18 Northern and Central California stations to advertise "C.P." gas ranges. The radio campaign in California will tie in with the national advertising campaign for Certified Performance ranges. Participations on home economics and woman's programs will be used, ranging in frequency from four to six times weekly. Agency is Jean Scott Frickelton Adv., San Francisco. The station list: KPO KGO KSFO KFRC KJBS KLX KROW KQW KSRO KHSL KYOS KIEM KDON KTRB KFBK KWG KMJ KARM.

NEW YORK local of AFRA will hold its annual meeting at the Hotel Astor on Oct. 16, at which time the local will elect its board members for the coming year. Nominations are made by petition, which must contain the signatures of 20 AFRA members in good standing.

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago

San Francisco

Film Guild Halts Free Appearances

Lux Program Cited for Giving Pay Directly to Charity

FREE APPEARANCES of guest stars on sponsored radio programs must now be passed upon by the newly-created Guild Authority, composed of Screen Actors Guild directorate members. Action was taken to prohibit further violations of the rule forbidding members to appear gratis on established commercial broadcasts. Practice employed by some programs of arbitrarily donating the actor's fee to a charity was specifically attacked in a letter to the Guild membership. Weekly CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux soap), was cited on the latter count.

Letter states that while David O. Selznick, who made arrangements for players to appear on the Lux shows and turn their compensation over to China Relief Fund had acted in good faith, Rule 6 had nevertheless been violated for following reasons: "This is not a new, non-commercial charity show to which actors were asked to donate their time and talent. It was an established commercial show and the practice dislocated an established actor's income.

Lack of Control

"Under the arrangement actors had no control over the money they earned on the show. By agreeing to appear they agreed that the money should be turned over to the charity. This adversely affected the actor's right to earn his living in the regular commercial channels of entertainment, to donate what money he felt he could afford to give to charities and to contribute his time and talent to other non-commercial charity programs."

However, in revising Rule 6 so that it now reads, "It is a violation of the rule for a screen actor to give a performance for a regularly, commercially sponsored program, which nominally pays the actors, but actually turns the money over to a charity," Guild stated that its attitude in no way indicated a lack of sympathy to the China Relief Fund appeal. Rather it was an effort to keep a few actors from contributing a disproportionate amount to the charity by signing away what they could ordinarily anticipate as a part of their regular income.

So that current plans for the Lux show might continue to run smoothly, Guild has granted waivers to those actors who had already made commitments with Selznick, although all future commitments must be in accordance with the ruling.

RADIO ARTISTS of Hollywood has sold complete rights of the transcribed series *Klondike* to Ralph L. Power Agency, Los Angeles. Radio Artists, headed by M. J. Mara as president, will cease production.

WGN

FOR THE FIRST 8 MONTHS OF 1941

LOCAL TIME SALES ON WGN INCREASED 25.2% OVER THE SAME PERIOD LAST YEAR!

Here is evidence that radio time buyers are increasingly aware of WGN's ability to do an outstanding advertising job

AND AUGUST 1941 MARKS WGN's 20TH CONSECUTIVE MONTH OF GAIN!

WGN

A CLEAR CHANNEL STATION

720 Kilocycles 50,000 Watts

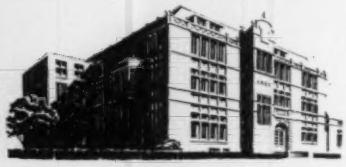
• *To Serve Well* •

The Broadcasting Engineer

CREI

is the

HELPFUL PARTNER



of more than

5000

Professional Radiomen

CREI Spare-Time Technical Training is Preparing Alert Radiomen for Better-Paying Positions by Increasing Their Efficiency and Individual Worth to Broadcasting—

Admirable—and a credit to the broadcasting industry—are the high-calibre men who do not merely relax into the routine of their jobs, but devote their own spare time and money to become better engineers. More than 5000 professional radiomen throughout the industry are enrolled for CREI home-study courses in Practical Radio Engineering. They are preparing for advancement by increasing their technical ability. CREI has proved to be a "helpful partner" . . . . by enabling such men to successfully step into the better-paying positions of greater responsibility.

The success of CREI men who have spent their spare time in preparation for promotion should prove an incentive to others to investigate thoroughly the opportunities that this advanced training makes possible. CREI is interested in any serious-minded radioman who realizes the value of a planned program of technical training . . . and we point with pride and as proof to the more than 5000 professional radiomen who are now enjoying the benefits of CREI training in Practical Radio Engineering.

Alert engineers are encouraging their employees to secure CREI training. Your recommendation of our home study courses to your associates may result in increased efficiency of your engineering staff. We will be glad to send our free booklet and complete details to you, or to any other man whom you think would be interested.

"Serving the Radio Industry since 1927"

CAPITOL RADIO

Engineering Institute

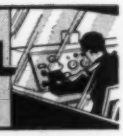
E. H. RIETZKE, *President*

Dept. B-9

3224 SIXTEENTH STREET, N. W.

WASHINGTON, D. C.

in the CONTROL ROOM



HARRY POLL, formerly with the local Radio Supply Co., has joined the engineering staff of KSL, Salt Lake City, as control room operator. Mel Wright, control operator has been advanced to control room supervisor and Joe Shaw, former KSL guide, has been made a control operator.

ROBERT E. LEE, formerly engineer-in-charge of the radio communications of the South American Gulf Oil Co., and previously radio adviser to the Ministry of War of Colombia, South America, has joined the CBS general engineering department to work in the shortwave division.

CHARLES W. BAKER, formerly of WBTH, Williamson, W. Va., and Melvin E. Ward, formerly of WJEJ, Hagerstown, Md., have joined the engineering staff of WSVA, Harrisonburg, Va.

RULOF FOWLER, remote engineer, has resigned from WICC, Bridgeport, Conn., to join the CBS maintenance department.

W. HENRY McCLINSTOCK, formerly chief engineer of KIUL, Garden City, Kan., has joined KYUM, Yuma, Ariz.

DAVID FOOTE has been named chief engineer of WOLF, Syracuse, succeeding Laurence A. Reilly, now with WSPR, Springfield.

SAM FELSINGER has been named assistant control operator of WCNW, Brooklyn.

Recording Firm Active

A GENERAL UPSWING in new billings during the last two weeks in August has been reported by the Columbia Recording Corp.'s Transcription Division through William A. Schudt Jr., manager. The New York office reported the recording of a 26-week series of 15-minute programs for *Wheatena Playhouse* [BROADCASTING, Sept. 1], in addition to spot announcements for six other clients. The Chicago office completed the *Scattergood Baines* series for Wrigley, together with a series of announcements for four other clients. The Hollywood offices reported an increased activity in Air Trailer transcriptions for the various motion picture companies. In addition the three offices recorded many name bands during the period for the Lang-Worth Transcription Service.

Technicians Needed

CIVIL SERVICE COMMISSION has announced openings for radio mechanic-technicians paying $1,440 to $2,300 per annum. Applications must be filed by Nov. 6, 1941. Qualifications needed include either paid experience in technical radio work or any study of radio at a school of radio, engineering or technology or completion of an approved defense training course in any branch of radio. Further information is available from the U. S. Civil Service Commission, Washington, and its district offices or at any first or second class post office.

AMERICAN Federation of Radio Artists plans to publish a booklet containing all the union's national rulings and regulations, standards and conditions for the employment of radio artists on programs.

Rides Own Gain

A MICROPHONE was moved into the control room of WPAT, Paterson, N. J., and announcer Stever Ellis queried A. Bernard Clapper about his duties. The engineer rode his own voice and answered questions. The interview was part of Ellis' *Man Off the Street* program, on which the announcer has passers-by come into the WPAT studios.

Would Sell WMSD

SALE of WMSD, Muscle Shoals City, Ala., for $24,000 is sought in an application of the Muscle Shoals Broadcasting Corp., licensee of the station, seeking permission for Estelle P. Chapman to sell 999 shares of the station's 1,000 shares of stock to Joseph Carl Russell and Joseph Wiggs Hart, Nashville architects, and Frank Mitchell Farris Jr., Nashville attorney, previously with the New York Trust Co. Mrs. Chapman with her husband, Everett L. Chapman, Detroit physician, hold 80% of the station's stock in addition to another 20% owned by Horace L. Lohnes, Washington attorney, which Mr. Lohnes turned over to Mrs. Chapman several weeks ago for this pending deal. The Chapmans once before, in 1938, had applied to sell their interest in WMSD, but later withdrew the application early in 1939. WMSD operates with 250 watts on 1450 kc.

ARTHUR W. PAGE, vice-president of AT&T, has a book titled *The Bell Telephone System* which will be published Oct. 1 by Harper & Bros.

SIX OUTLETS JOIN NBC-BLUE NETWORK

SIX NEW STATIONS are being added to NBC-Blue according to William S. Hedges, NBC vice-president in charge of station relations. KCMO, Kansas City; WCHV, Charlottesville, Va.; WMUR, Manchester, N. H., are already available to advertisers on the Blue while the new WAYS, Charlotte, will join Oct. 1, as will WMRC, Greenville, S. C. WJHL, Johnson City, Tenn., will be available Oct. 15.

KCMO (5 kw. day, 1 kw. night, on 1480 kc.) had no former network affiliation. The NBC station rate is $200 per evening hour. Cut-in announcement rates are $[illegible] nighttime; $8 daytime and $[illegible] Sunday afternoon.

WAYS (1 kw. on 610 kc.) will not be individually available but will be included in the Blue Southeastern as a package for which the network rate will be $550 per evening hour. Cut-in announcement charges are $10 nighttime; $5 daytime and $7 Sunday afternoon. It had no former affiliation.

WMUR (5 kw. day, 1 kw. night, on 610 kc.) formerly on the Red joins the Blue as a basic supplementary outlet.

WCHV (250 watts on 1450 kc.) had no former affiliation. Network rate is $40 per evening hour with cut-in rates $3.50 nighttime; [illegible] daytime and $2.50 Sunday afternoon.

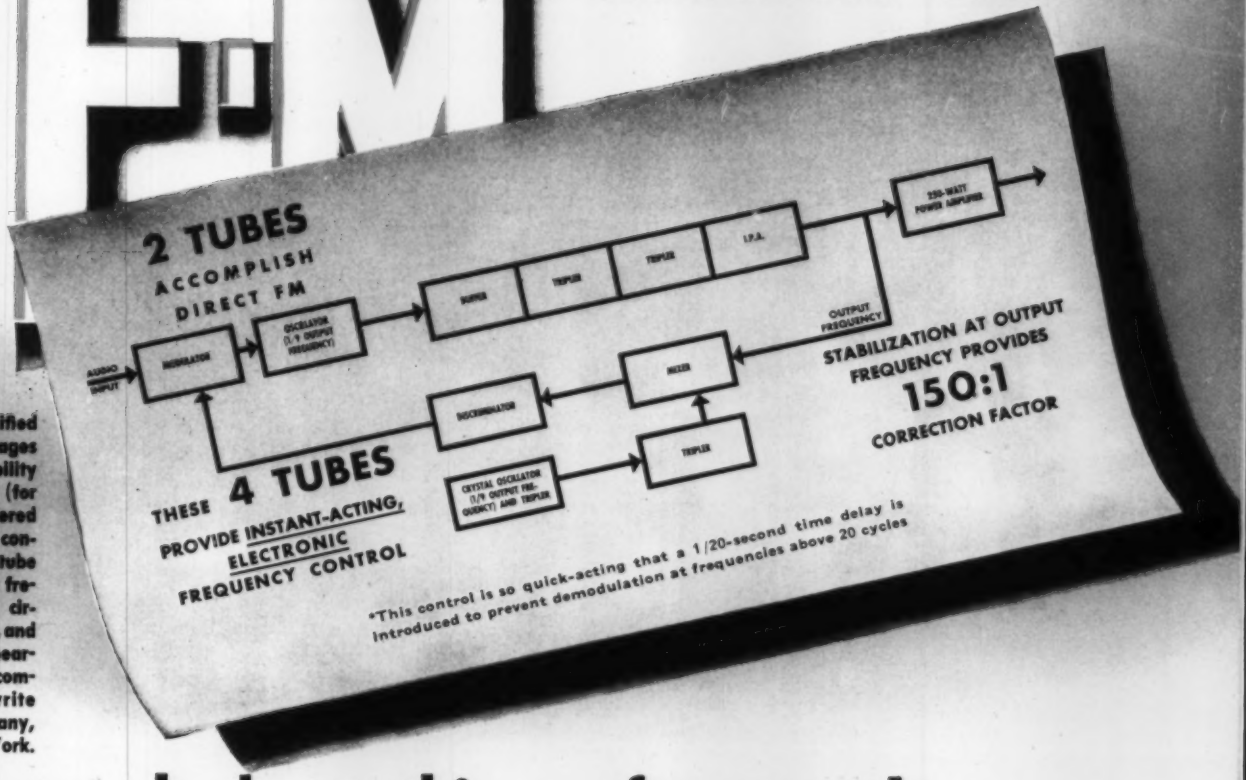
WJHL (1 kw. on 910 kc.) will be available only as a "package" outlet. The network rate will be $[illegible] per evening hour. Cut-in rates are $[illegible] nighttime; $4 daytime and [illegible] Sunday afternoon. No former network affiliation.

WMRC (250 watts on 1490 kc.) is a former MBS outlet.

PERFORMANCE
STRENGTH and
LOW COST...
For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.
Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.
WRITE TODAY FOR FULL DETAILS AND QUOTATIONS
WINCHARGER VERTICAL RADIATOR
WINCHARGER CORPORATION
SIOUX CITY, IOWA

FEWER PARTS -- FEWER TUBES

F-M when you choose G.E.'s SIMPLIFIED CIRCUIT



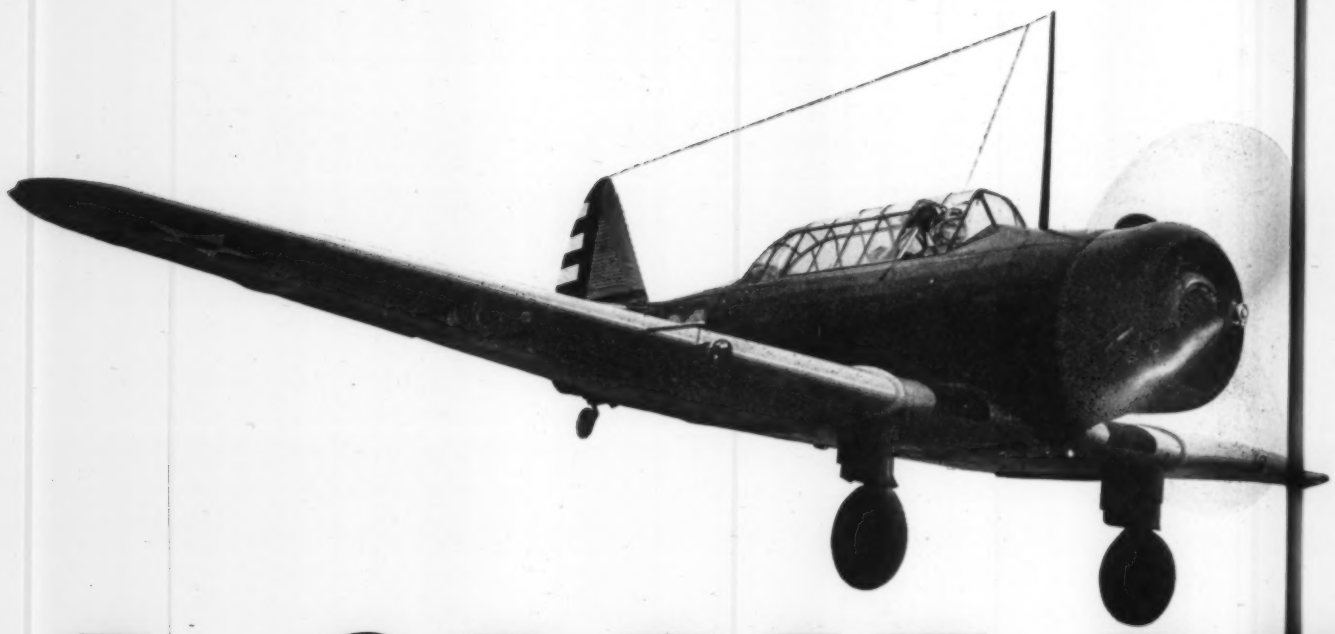
Inherent in this simplified circuit are the advantages of complete accessibility without disassembly (for every tube and soldered joint), low power consumption plus low tube replacement cost. The frequency stabilization circuit is simple, positive, and fast in action. Your nearby G-E man has the complete story. Or write General Electric Company, Schenectady, New York.

Engineers, look at this performance!

	GUARANTEED PERFORMANCE CHARACTERISTICS	MEASUREMENTS ON TYPICAL PRODUCTION TRANSMITTERS
FREQUENCY STABILITY	±1000 cycles over a normal room temperature.	For weeks Station W2XOY, General Electric's FM proving ground, has operated 10 hours a day within ±200 cycles. Stability was measured *every hour*, using G.E.'s primary laboratory standard.
FM CARRIER NOISE LEVEL	Down 70 db at 100% modulation.	Production transmitters average 72 db down at 100% modulation.
HARMONIC DISTORTION	At 100% modulation less than 1½% for modulating frequencies between 30 and 7500 cycles.	Actual performance based on units built to date indicates, at 100% modulation, less than 1% harmonic distortion for modulating frequencies between 30 and 16,000 cycles; less than 0.75% at 50% modulation; and less than 0.5% at 25% modulation.
AUDIO-FREQUENCY RESPONSE	The a-f characteristic from 30 to 16,000 cycles is within ±1 db, with or without pre-emphasis.	Without pre-emphasis, about −0.3 db from 30 to 16,000 cycles; with pre-emphasis, about −0.8 db.

The performance values on the right are not to be construed as G-E guarantees. They represent typical measurements made on stock transmitters and, as such, reflect General Electric's conservative guarantee policy.

GENERAL ELECTRIC



A GREAT PA

More power to the aviation cadet and his plane, that unbeatable combination which is making ours the world's greatest air power . . . that great pair which so vividly symbolizes America's defense!

• DEFENSE has become more than a punch-word in a speech. More than big black type in a headline.

Today, aggressor nations know America can speak in more ways than vocally. For today, America's defense speaks for itself.

It is heard in the rumble of racing production lines. In motors roaring across the sky. In the swelling thunder of marching feet. It is seen in the grin of the youth in khaki, in the firm set jaw of the man *behind* the man behind the gun.

It has been the privilege of the Great Stations of the Great Lakes to serve in the program of national defense. Today, this pair of radio stations renews a pledge. *May it be our destiny to continue to serve . . . to help guard two prized possessions, our nation and our freedom.*

WJR
THE GOODWILL STATION
Detroit

★

WGAR
THE FRIENDLY STATION
Cleveland

THE GREAT STATIONS OF THE GREAT LAKES

BASIC STATIONS . . . COLUMBIA BROADCASTING SYSTEM . . . G. A. RICHARDS, PR . . . ED

LET'S GO! U.S.A.
UNCLE SAM NEEDS PILOTS BE A U. S. ARMY FLYING CADET
KEEP 'EM FLYING!

AR

Official photographs, U. S. Army Air Corps

R

PR··EDWARD PETRY & COMPANY, INC., NATIONAL REPRESENTATIVE

BROADCASTING
and
Broadcast Advertising

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor

Published Weekly by
BROADCASTING
PUBLICATIONS, Inc.

Executive, Editorial
And Advertising Offices
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

NORMAN R. GOLDMAN, Business Manager ● BERNARD PLATT, Circulation Manager
J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager

CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● S. J. PAUL

HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Subscription Price: $5.00 per year—15c a copy ● Copyright, 1941, by Broadcasting Publications, Inc.

What Price Defense?

A SLIDE-RULE genius figures that if all the time used by the Government over the American broadcasting structure were laid end to end, dollar-wise, it would amount to about $3,000,000 a month, or $36,000,000 a year.

And the pace quickens.

But whether it's $3,000,000 a month, or $30,000 every Thursday, isn't important at the moment. Nothing approaching an accurate figure could be produced without the most detailed kind of survey, calculating to the split seconds the contributions of time by sponsors, stations and networks—spots for the Treasury in the bond drive, or an Air Corps "Keep 'em Flying" punch-line, or an interpolation of seven minutes for OEM in the Firestone program, to cite just a few examples.

It's Uncle Sam's hour of need, and radio along with its contemporary media, the newspapers, magazines and billboards, is pitching in on the defense job. Broadcasters can look with satisfaction upon the results of the defense bond campaign, largely waged on the air, and the series of over-the-top successes in recruiting for the military and civilian personnel drives. Yet there's no gloating even over that.

The important question is whether radio *can* continue to perform the job next year and the next. It can be done only if the Government, on its part, sees to it that the physical equipment is available to "keep 'em spouting." And then there's the question of all that broken glass being thrown in the path of the industry in a regulatory way, not only by the FCC but by marauding lobbyists in the halls of Congress.

All-out for defense works both ways. Last week we reported the results of a survey of radio equipment manufacturers indicating not merely a bottleneck but an almost complete stoppage of transmitter and tube manufacture as well as replacement parts for 1942. Follow-up action came rather quickly from the manufacturers. They met first in New York at the call of the National Electrical Manufacturers Assn., which embraces in its membership about 95% of transmitter-tube production. Then they met again in Washington under the NAB banner.

The Defense Communications Board followed through to the extent of authorizing appointment of a Defense Priorities Committee. However well intentioned, that means little. In the tube field alone, for example, national defense requirements for next year indicate orders of $66,000,000. That is just about six times the normal transmitter tube production of $10,000,000. Plant facilities and personnel aren't available for that load. And industry needs, even for an industry like broadcasting, can be accommodated only after the red-ticket expedite orders of Uncle Sam are handled.

So at this writing the outlook is zero for tubes and transmitters; the capacity simply isn't there.

That's serious enough to worry every broadcaster. It's just as serious as the paper shortage threatening newspapers and magazines. But it doesn't stop there. The FCC continues to snort and piddle about overlapping service, newspaper-ownership, time-options of networks, and even franchise taxes which are obviously outside its domain. In Congress, a strangely constituted subcommittee has begun to give the movie industry the once-over, not too lightly, based on outlandish propaganda allegations, with radio and its commentators and its ownership next on the schedule for the same sort of headline-hunting.

It's high time for some nudging in the proper places, to wake up these dreamers, boot out the phonies and forget the regulatory trivia. Radio is doing its job while it has the tools. But it shouldn't have to tote any heavier load than any other industry.

Copy Danger-Line

THE OTHER DAY there emanated from the Federal Trade Commission one of its routine announcements regarding a stipulation entered in a local advertising case. But it was anything except routine, for it marked an innovation that may have farreaching effect upon the preparation of advertising copy for all media, including radio.

The announcement stated simply that a Midwest broadcasting station had stipulated with the Commission that it henceforth will stop specified representations in copy used by a local bakery, copy which the station helped prepare. Previously, the bakery had entered a similar stipulation with the FTC.

It constituted the first time the Commission had required an *advertising medium* to stipulate that it would cease and desist from making advertising claims on behalf of an advertiser. That was only because the station continuity or sales department, or both, had participated in the preparation of the copy.

It isn't an unusual practice for station salesmen or writers to assist in preparing copy for local accounts. In local newspaper selling in smaller communities, it is the rule rather than the exception. In many communities retail accounts do not have adequate local agencies or staff advertising personnel to prepare copy and therefore rely upon the medium.

Without discussing the merits of the particular case cited by the FTC, it is evident that stations must exercise caution in assisting in the preparation of advertising copy for clients. Actually, in such instances the medium performs the function of the advertising agency and even though there is no direct pecuniary return, it must assume the responsibility of the agent.

The RADIO BOOK SHELF

MAGNETIC RECORDING, frequently used in Europe, is the subject of a technical paper by S. J. Begun, of Brush Development Co., Cleveland, in the August *Proceedings of the Institute of Radio Engineers*. Its outstanding feature is described as its repeated use without deterioration and its possible use for delayed programs and spot announcements. The paper deals with its three essential characteristics—the obliterating, the recording and the reproducing.

A STUDY of the effect that radio will ultimately have upon education has been made through a survey of groups that gather to listen in the United States and England to programs of an educational nature. In a compilation titled *Radio's Listening Group—The United States & Britain*, Frank Ernest Hill of the American Assn. for Adult Education and W. E. Williams, British Institute of Adult Education [Columbia U Press, N. Y., $2.75] show how these groups operate and behave, the numbers of them that exist, their program preferences and the methods of presenting programs. All educators and broadcasters concerned with the problem of education in radio will find much practical information in this book.

PROCEEDINGS of the fourth annual meeting of the School Broadcast Conference have been compiled in two volumes by George Jennings, program director of the Radio Council of the Chicago Public Schools. Volume I covers the general session—the selection of suitable programs for school age children, the transition from stage to radio, comparison of American and Canadian broadcasting and the reports on the evaluation and utilization of educational broadcasts. Volume II consists of the scripts of programs that have been produced. The proceedings may be obtained for $2 from George Jennings, 228 South LaSalle St., Chicago.

A TEXTBOOK to provide background material for the students and school teachers in the U. S., Canada and Latin America who tune in the *School of the Air* as a regular part of their classroom work is to be released by McGraw-Hill Book Co., in mid-September. To be called *Lands of New World Neighbors*, the book was written by Hans Christian Adamson, assistant to the president of the American Museum of Natural History, and will be used in conjunction with the broadcasts on *New Horizons*, the Wednesday geography and science series of the CBS *School of the Air*.

We Pay Our Respects To —

DEWEY HAROLD LONG

"MR.", SAID 12-year-old Dewey Long, humble, yet with a curious self-certainty, "give me a job as waterboy. I'll keep the white men filled with water so they can work fast; and keep the colored men from getting so full of water they can't work".

The foreman at the army construction camp looked at the kid, tired, but determined. "You're tackling a tough job when you take that on. But you've sold yourself. Here's two buckets and two dippers. Now keep them separate and keep moving".

That was back in 1917. And it was Dewey Harold Long's first selling job. Almost ever since then he has been selling. Sometimes the product . . . sometimes himself . . . sometimes potato chips . . . sometimes railroad trips . . . sometimes cakes . . . and most recently and most successfully, radio time.

The present head of WSAI was born Sept. 24, 1905 in the little town of Trenton, Ga.

When he started grade school, the family moved to Chattanooga, and there he received most of his formal education, attending Central High School.

Dewey early discovered that he could make more money selling than he could working hard. Before he was out of high school, he obtained a job as bellhop in the Grand Hotel, Chattanooga, averaging better than $50 a week during vacation. When school time returned, Dewey did not; that is, not to school.

One night he had a brawl with a porter. Fired! Asked to return two days later, Long decided more adventure lay in a hobo trip which he and two friends were going to make to Cincinnati. The railroad dicks caught two of the friends, and only Dewey Long was free—because he utilized his long legs.

He had a cousin who lived in Cincinnati who owned the Tangerine Bottling Company. Dewey obtained a job and worked there for about eight months. While there he learned to drive an auto.

Then Long went back to Chattanooga. His first job there was with C. E. Abernathy. At night he went to school. He had stumbled on the obstacle of too little education too often not to realize that to succeed he would have to learn more. So he went back to commercial college. After a while, impatient as always, he decided he would go to school day and night. As a result, he finished a complete two years course in four months.

After graduating Dewey got a job with the Southern Railway as secretary to the chief clerk.

After four years with the railway, he went to Florida to make his fortune in a hurry, but came back without it.

In 1925 he went to Spartansburg where he met Katherine Attaway. They were married in 1927.

After traveling eight States for a bakery, Dewey thought he could make more money in a different type of business, and in 1928 went to San Antonio as partner in a sandwich business. Things didn't work out, so he hitchhiked back to Spartansburg.

While he was making and selling potato chips, his wife, Katherine, had been singing as a professional at a local radio station. She told him about a job that was open as a salesman. So he started at WSPA, Spartansburg, selling time.

Learning that Greenville, S. C., was building a new station, WFBC, he got a job as sales manager. He stayed there until 1933 when in December he obtained a job as salesman for WBT, Charlotte. N. C. During his stay there, he compiled several records. He had the largest dollar volume of contracts ever compiled by a radio salesman in the South.

In 1935 Dewey became sales manager of WBT and shortly thereafter, assistant general manager. He was also made southeastern representative for Radio Sales, sales subsidiary of CBS.

Early in 1938, Dewey went to WAPI in Birmingham where he handled all national business for WAPI and also acted as southeastern representative for Radio Sales. In August, 1938, James D. Shouse, vice-president in charge of broadcasting, Crosley Corp., and Robert Dunville, general sales manager of WLW, were looking for a man to head WSAI. Long was their man.

Long instituted several changes. He brought in several new department heads and enlarged the station's facilities. Manpower, program ideas, helps to the sponsor, exploitation of station in the market, and boosts for the sponsor's sales—all these were added in generous quantities.

Dewey Long has such a complete understanding of the radio business that he can boil it down to a few thoughts. "There are", Dewey says, "just a few factors in the radio business. As I see them, they are (1) the market; (2) the station; (3) the sponsor and his problems, and (4) programs. If we have succeeded at WSAI, it is because we know that if we can produce the programs which pull the listeners, and help the sponsor with his problems, we know that in our market, our station will prove in a dollars and cents way the correctness of our approach".

Personal NOTES

RALPH R. BRUNTON, president of KQW, San Jose-San Francisco, and vice-president of KJBS, San Francisco, and Helen Gay, of San Francisco, eloped July 18. They were married at Visalia, Cal.

EARLE J. GLADE, executive vice-president of KSL, Salt Lake City, and president of the Salt Lake Chamber of Commerce, last week was appointed by Gov. Maw to the board of regents of the University of Utah. He has taught journalism and radio at that institution.

HUB JACKSON, formerly of Texas State Network and now manager of KTHS, Hot Springs, Ark., is the father of a boy born Sept. 7.

JACK ROTH, sales manager of KFRU, Columbia, Mo., is to marry Peggy Keusch in October.

CHARLES LLOYD has been named acting manager of KLX, Oakland, Cal. replacing Preston Allen, who recently was called to active service as an officer in the Navy.

PIERRE BOUCHERON, general manager of Farnsworth Television & Radio Corp., Fort Wayne, Ind., is on leave of absence having been called to the service as a lieutenant commander in the Naval Reserve.

LARRY LOVETT, assistant to Harold R. Deal, advertising and promotion manager of Tide Water Associated Oil Co., San Francisco, has been called to active duty in the Navy.

ART KEMP, CBS Pacific Coast sales manager, was to leave San Francisco Sept. 15 on a business trip to the East.

WALTER T. HIGGINS of the accounting staff of Hearst Radio Inc. in New York is the father of a girl, born Aug. 31.

JOHN FISTERE, formerly promotion writer of *Life* magazine, has joined the CBS sales promotion department as head of the copy division. A former newspaperman and editor of the *Architectural Forum*, Fistere before joining *Life* had been a member of the editorial staff of *Fortune* and associate editor of *The Ladies Home Journal*.

SAM KOPLOWITZ, formerly foreign language agency executive, has been named commercial manager of WCNW, Brooklyn.

C. L. THOMAS, manager of KFRU, Columbia, Mo., has been named to the industrial commission of the Columbia Chamber of Commerce.

ROBERT H. HARRINGTON, formerly of WDZ, Tuscola, Ill., has been appointed sales manager of WSVA, Harrisonburg, Va.

CHARLES VANDA, CBS Western division program director, went to New York for conferences with network and agency executives on fall plans. Tom McKnight handled *Hollywood Premiere* in his absence.

CHARLES THOMSON, with the advertising department of the *New York Sun* for eight years, has joined the sales staff of WMCA, New York. Thomson previously was with the *American Weekly* for five years and before that with the Street Railway Adv. Co. for 14 years.

LEWIS H. TITTERTON, manager of NBC's script division, and Mrs. Titterton, known in advertising circles as Ruth Jordan, copywriter for William Esty & Co., on Sept. 7 became the parents of a son, Charles Frederick.

M. MAIN MORRIS, formerly of General Outdoor Adv. Co., Kansas City, has joined the sales staff of KLZ, Denver.

GILBERT McCLELLAND, editor of NBC Central Division press department, has been appointed assistant to Emmons C. Carlson, Central Division sales promotion and advertising manager. A graduate of Wabash College, Mr. McClelland has been on the NBC Chicago press staff for six years and succeeds George Bolas who has joined the radio department of Blackett-Sample-Hummert, Chicago.

HERBERT FOOTE, WBBM, Chicago staff organist, and Phil Stewart, announcer on that station, are composers of a new song "The Night That You Were Mine".

W. H. (Bill) Sloat

W. H. (Bill) SLOAT, author and leading character in *Bill & Mary*, popular drama which originated on KVOO, Tulsa, in 1930 and is now also carried on WCBS, Springfield, Ill., and KWTO, Springfield, Mo., died Sept. 3 of a heart ailment. During its 11-year tenure the program has been sponsored by Morgan Paint Co., Long & Sons, Cook Paint & Varnish Co., and Hinds. Mrs. Leona Anderson who portrays the role of "Mary" has announced she will not continue the series.

HERB POLESIE, formerly with Hollywood film studios, and prior to that a J. Walter Thompson Co. producer, has been appointed radio director of Barton A. Stebbins Adv., Los Angeles.

BEHIND the MIKE

BILL GOODWIN, Hollywood announcer, is handling commercials on the weekly half-hour *Three Ring Time*, which started Sept. 12 under sponsorship of P. Ballantine & Sons (beer), on 75 MBS stations, Friday, 9:30-10 p.m. (EDST). Clinton (Buddy) Twist was erroneously announced as having that assignment. Ray Singer, New York gag writer, has been added to the program production staff.

WILLIAM KINGSTONE EMERY, head of guest relations of KPO-KGO, San Francisco, and Lucy Ellen Crofoot were married recently in Berkeley, Cal.

WALLY GADE, formerly on the production staff of KJBS, San Francisco, has been transferred to KQW, San Jose, Cal.

ART FADDEN, staff pianist of KJBS, San Francisco, recently wrote a song, "Sailor Boy, Ahoy!", to be used in a Broadway musical.

WINKIE WILEMAN, formerly of KGGM, Albuquerque, has rejoined the announcing staff of KFDA, Amarillo, Tex., after an absence of 11 months.

HAL TUNIS, announcer and publicity director of WFPG, Atlantic City, has been named program director and chief announcer.

CHESTER R. LONG, continuity director of WIRE, Indianapolis, on Aug. 15 married Joan Adele Anderson of Indianapolis.

CHRIS FORD, formerly Chicago freelance radio actor and writer, has joined WIRE, Indianapolis.

BILL HOLMES, formerly NBC San Francisco writer-producer, and more recently a Hollywood freelancer, has been appointed news editor and commentator of KPRO, Riverside, Cal., which starts operation about Oct. 1.

HARRY RUSH RAVER, 62-year-old blind conductor of the weekly quarter-hour *Busy Blind* program on KFWB, Hollywood, was severely beaten and robbed of $39 in his home Sept. 4. He is reported to be in a critical condition.

SAM BALTER, Hollywood commentator, has started a six-weekly quarter-hour sportscast on Don Lee network stations, originating from KHJ, that city.

BOB EMERICK, formerly freelance announcer in Hollywood, has joined KJBS, San Francisco.

PORTER RANDALL, formerly of KGKO, Fort Worth, has joined the announcing staff of KFJZ, Fort Worth.

STUART NOVINS has joined the announcing staff of WEEI, Boston, succeeding Hal Newell, who has been transferred to WCAU, Philadelphia.

ARMOND LaPOINTE, prominent in New England dramatic circles, has joined WHEB, Portsmouth, N. H.

Meet the LADIES

ALICE MEREDITH

THEY SAY "beauty and brains never go together." Take another look at the picture of Alice Meredith, petite blond director of woman's programs on KFRU, Columbia, Mo. Just 5 feet tall and only 100 pounds, this Stephens College graduate is a bundle of energy who in a short time has become a favorite of KFRU listeners. She makes four daily appearances on the KFRU schedule and each is sponsored—*Musical Clock*, *Telephone Quiz*, *Chatter-Time* and a telephone request program on a Monday-through-Friday schedule, topped off with a Saturday morning musical and quiz program with local school children. After graduation from Stephens, Miss Meredith was employed by the college as radio instructor. In May, 1940, she resigned to join KFRU to handle all programs with feminine appeal.

MARSHALL ADAMS, formerly a Powers model, and fashion writer for the *Washington Post*, has joined WINX, Washington, as women's editor.

MARK AUSTAD, announcer of KSL, Salt Lake City, on Aug. 20 married Lola Gene Brown.

DICK JOHNSON, formerly of KOY, Phoenix, has been named program manager of WSVA, Harrisonburg, Va. R. D. Coleman of the WSVA talent staff, has been appointed traffic manager. Charles Ballou has been named chief announcer of WSVA. Vernon Tate, formerly of WFBC, Greenville, S. C., has joined the announcing staff of WSVA.

BERT CHILD, formerly program director of WBBC, Brooklyn, has been named program director of WCNW, Brooklyn. Paul Gould has been named chief announcer of WCNW.

WARREN MacALLEN, formerly of the news staff of the *New York Daily News* and in newspaper work 2 years, has joined the publicity department of CBS.

MORRIS HASTINGS, former radio editor and assistant music, drama and motion picture editor of the *Boston Evening Transcript*, has been named music editor of CBS replacing Ilya Laskoff who has joined Mark Warnow's orchestra as violinist.

THOMAS KELLY, formerly with the Standard News Assn., has joined CBS as staff writer.

ERNEST COURTNEY has been transferred from CKGB, Timmins, Ont., to CKVD, Val d'Or, Que., as program director. He is replaced at CKGB by Ron Allister. Bruno Cyr has joined the program department of CKVD.

ROLAND DROLET and Bill Reid have joined the announcing staff of CJKL, Kirkland Lake, Ont.

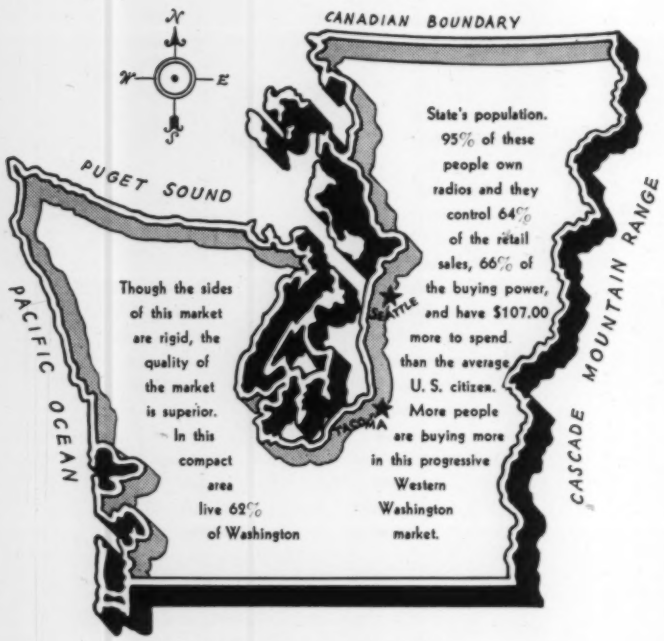
KATHRYN CRAVENS, woman news commentator, has been engaged by WNEW, New York, to present her *News Through a Woman's Eyes* from 9:45 to 10 a.m., Mondays through Saturdays. Program was formerly on CBS under the sponsorship of Pontiac Motor Co.

HAL KANTER, NBC writer and author of *Private Hal Kanter of Lowry Field*, now heard on KOA, Denver, married Doris Prouder in New York Sept. 5. Kanter still has several months service with the Army Air Forces before returning to civil life.

FRANK BULL, Los Angeles sportscaster and executive of Smith & Bull Adv., has been signed to broadcast 1941-42 football games in that area under sponsorship of Associated Oil Co.

STUART HANNON, formerly of KOIN, Portland, and KFPY, Spokane, has joined the news staff of KROW, Oakland, succeeding John Potter, resigned.

THE WESTERN WASHINGTON MARKET BOX SERVED BY KOMO


N
W
E
S
CANADIAN BOUNDARY
PUGET SOUND
PACIFIC OCEAN
CASCADE MOUNTAIN RANGE
SEATTLE
TACOMA
State's population. 95% of these people own radios and they control 64% of the retail sales, 66% of the buying power, and have $107.00 more to spend than the average U. S. citizen. More people are buying more in this progressive Western Washington market.
Though the sides of this market are rigid, the quality of the market is superior. In this compact area live 62% of Washington

This market is served adequately by KOMO — now 5000 watts full time.

As the sides of a box are rigid, so are the limits of this market. These limits are North, Canada; East, Cascade Mountains; West, Pacific Ocean, and South, the Portland market.

KOMO-NBC RED Network
Seattle, Washington

Represented Nationally by
Edward Petry & Company

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS *Directional*

OVER METROPOLITAN NEW YORK

HARRY KERR, J. Walter Thompson Co., Hollywood writer on the CBS *Lux Radio Theatre*, sponsored by Lever Bros. (Lux), has been assigned the added duty of producing the weekly NBC *Tommy Riggs & Betty Lou* program, sponsored by P. Lorillard & Co. (Old Gold cigarettes). John Whedon writes the latter show.

JOE PARKER, NBC Hollywood producer, and Vida (Buddy) Hunter, of that city, are to be married Oct. 14.

GRAHAM STAFFORD, 19, and member of CBS Hollywood junior staff, has enlisted in the Royal Canadian Air Force. He is the son of Hanley Stafford, who portrays Daddy to Baby Snooks (Fanny Brice), on the weekly NBC-Red *Coffee Time*.

WILLIAM PARKER, who has covered news assignments in Europe, Asia and the Orient, is commentator on the five-weekly quarter-hour program, *Foreign Correspondent*, sponsored by Thrifty Drug Co., Los Angeles (drug chain), on KECA, that city.

MADELEINE CHARLEBOIS, well-known in Ottawa dramatic circles and the Little Theatre movement, has been appointed bilingual announcer by the Canadian Broadcasting Corp.

DAVE COOPER, former campus band leader at the U of Missouri, has been named farm program director of KFRU, Columbia, Mo. Jack McGee has joined the KFRU announcing staff.

PETER TEMPLE, announcer of WLOL, Minneapolis, has announced his engagement to Betty La Blant. They are to be married Sept. 20.

EDWARD BROWN, former CBS announcer at San Francisco and Los Angeles and at the present time sports commentator at the Camden, N. J., Convention Hall, and Alice Lindsay, were married in Richmond, Va., Sept. 3.

TUTOR of Denver's police radio announcers is Austin Williams of the KLZ mike staff. Williams organized a ten-week course designed to correct common errors in speech and improve diction. In addition he gave individual instructions to the radio patrolmen. Williams here, is giving individual attention to an attentive police dispatcher.

TOM STEENSLAND, announcer of KSCJ, Sioux City, Ia., resigned Sept. 1 to enter the U of South Dakota. Dorothy Hill, KSCJ music librarian, has resigned to live in Hollywood, Cal.

ROY DURSHALL and Hal Moon have been added to the announcing staff of KDYL, Salt Lake City, Utah, replacing Doug Gourlay and Bill Baldwin, respectively.

WALT LOCHMAN, sportscaster of KMBC, Kansas City, is the father of a baby boy, William Charles, born Sept. 5.

ED DEGRAY, auditor of WBT, Charlotte, was married recently to Helen Anton, of New York.

Wonderful Chance

DAVE DRISCOLL, director of special features of WOR, New York, will make radio —and rodeo—history during WOR's coverage of the annual World Championship Rodeo to be held in Madison Square Garden early in October, IF he can find the man to carry out his bright idea. Plan is for an announcer with a microphone to describe his emotions as he comes rushing out of a stall atop a wild broncho. Dave reluctantly disqualified himself because of weight limitations and Al Josephy, Driscoll's first assistant, declares that he gets asthma from horse dander, so the post is wide open.

Two New in Canada

LICENSES for two more Canadian stations have been granted by the Radio Branch, Department of Transport. The *Peterborough* (Ont.) *Examiner*, daily newspaper, has been granted 1,000 watts on 1230 kc. with call letters CHEX. J. H. Yuill, businessman of Medicine Hat, Alta., has been granted a license for a 100-watt station on 1490 kc. No call letters have been assigned.

NORTHAM WARREN Corp., New York, and its subsidiary, Peggy Sage Inc., Stamford, Conn., have stipulated with the Federal Trade Commission to stop certain representations for Cutex and Peggy Sage fingernail polishes, according to an Aug. 28 FTC announcement.

WHMA EMPLOYES SUE FOR OVERTIME

EMPLOYES of WHMA, Anniston, Ala., on Aug. 30 filed suit to collect $11,500 in alleged unpaid overtime, liquidating damages and attorneys' fees from Harry M. Ayers, doing business as Anniston Broadcasting Co., according to the *Birmingham News*. The suit was brought, under Section 16 (b) of the Fair Labor Standards Act, by Harold F. Russey, John F. Cram and Vernon Story, seeking relief for "themselves and other employes similarly situated", the news report stated.

The amount sought includes $4,000 in the form of wage restitutions, a similar amount as liquidating damages and $3,500 for legal fees. The time for which overtime payments are claimed, under the wage-hour law, was said to total 3,982 hours.

In Washington the Wage & Hour Division of the Labor Department indicated it was not directly involved in the case and would not participate in prosecution of the suit, unless called upon to sit in as amicus curiae.

Robert L. Harmon

ROBERT L. HARMON, 59, since 1930 president, treasurer and a director of Evans, Nye & Harmon, New York advertising firm, died Sept. 7 after a heart attack while walking in the garden of his home. Mr. Harmon spent five years as a credit reporter with R. G. Dun & Co. and other periods in executive functions with various manufacturing companies. From 1920 to 1930 he was president of the Industries Publicity Corp. of New York.

ON JANUARY 1, 1941 ST LOUIS **KWK** WENT

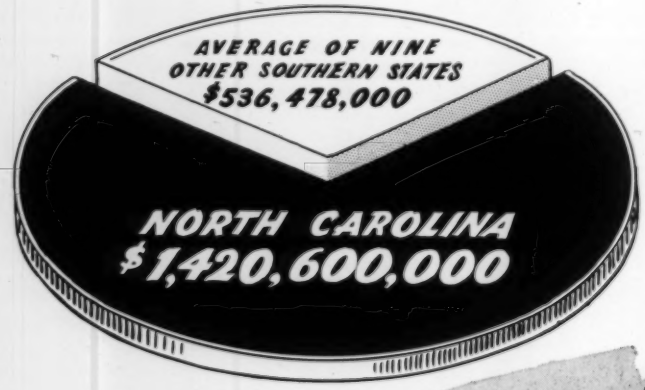
EXCLUSIVELY MUTUAL. . . ASK YOUR RAYMER

REPRESENTATIVE TO SHOW YOU EVIDENCE

THAT **KWK** IS A BETTER BUY THAN EVER.

NORTH CAROLINA IS THE SOUTH'S NO. 1 INDUSTRIAL STATE!

VALUE OF MANUFACTURED PRODUCTS
Source: Census of Manufactures, 1939



WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

RESUMPTION of Saturday evening *Knickerbocker Playhouse* on NBC Red, Sept. 6 by Procter & Gamble Co., Cincinnati (Drene shampoo) met with the smiling approval of (l to r), H. Kahn, vice-president of the agency, H. W. Kastor & Sons, Chicago; William L. Weddell, NBC Red salesman; J. H. West of the P&G radio program dept.; J. L. Crooks, P&G brand manager for Drene; Betty Winkler (Mrs. Robert G. Jennings), star of the first broadcast; Arthur Kastor, president of the agency; Robert G. Jennings, agency radio director; W. J. Anderson, P&G Chicago district manager. The occasion was a party given after the first broadcast at the M&M Club in the Merchandise Mart, Chicago.

Wellington Is Appointed To U. S. Post by BBC

ONE of the senior officials of the British Broadcasting Corp., Lindsay Wellington, has been appointed North American director with headquarters at 620 Fifth Ave., New York, the BBC announced last Monday. Mr. Wellington has already arrived to assume his duties, which include collaboration with North American broadcasting authorities on radio matters affecting the two countries. His duties also embrace exchange of program material and the maintenance of BBC's relations with the Canadian Broadcasting Corp.

Mr. Wellington has been with BBC since 1924, handling both administrative and program details. He was assigned shortly after the outbreak of the war to the newly formed Ministry of Information as director of its Broadcasting Division. He made a trip to this country last spring to study the broadcasting situation.

WPTZ are the call letters assigned to Philco's new television station in Philadelphia, formerly experimental station W3XE.

POPULAR PROGRAM DONATED BY KMB

ONE of Saturday afternoon's mo popular shows, *The Brush Cre Follies*, aired over approximate 100 CBS stations from 1:30 to 2: p.m. (EDST), will be turned ov to the Treasury's Defense Savin Program beginning Sept. 13. T contribution was made by Arth B. Church, president, and Ka Koerper, vice-president and ma aging director of KMBC, Kans City, where the show originate

The Treasury announced la week the release of foreign la guage transcribed announcemen to 213 stations. Produced in fo different tongues—Italian, Spa ish, Polish and German—the seri was translated by Joseph La general manager, and Thurston Holmes, program director WHOM, Jersey City. Continu of the announcements follows "bugle call" format. Product was supervised by Charles J. G christ, assistant chief of the Tre ury radio section.

FOREMAN Co. has been appoin exclusive national representatives WLAK, Fla., NBC-Red outlet.

50 GOOD PROGRAM IDEAS—$1!

Good solid comm. successes. Practical ideas for every station or agency, large or small. New, live angles on sports, news, army shows, interviews, features, etc., etc., etc.

"SHORT STORY GEMS"

Original series 5' scripts, dramatized by network writer with blackout twist that makes audience and sponsor yell for more!

13 shows—$15 6 shows—$9 (Sample script $2)

ALSO: A few remaining copies of "100 QUIZ PGMS. FOR $1." (1100 questions & answers)

Guaranteed 100% *GOOD* OR YOUR MONEY BACK!

LEO BOULETTE
Morris Plan Bank Bldg., Springfield, Ohio

Roper Survey Shows How Listeners Buy; Effective Audience For Programs Shown

LISTENING to commercial broadcasts creates customers for the products advertised on those broadcasts. And the more people listen, the more they buy.

Those are two major conclusions of a study of the influence of radio listening on buying habits, based on a nationwide study conducted in January, 1940, by Elmo Roper, who also conducts the *Fortune* Surveys of Public Opinion. The survey covers every one of the 40 sponsored programs on CBS at that time.

In an attempt to determine not merely that radio sells goods, but the effective audience—the number of actual listeners reached with a sales message often enough to sell goods—and the net sales impact—customers actually created by the program—or specific programs, Roper investigators interviewed 10,000 adults in all parts of the country, not only radio owners, but "just people, with and without telephones, radios, refrigerators, children—and culture," representing the entire adult U. S. market.

Two Groups of Queries

These investigators asked two sets of questions to discover what brand of product in each category (toothpastes, cigarettes, gasolines, etc.) the person interviewed used, and to which of the 40 programs he or she listened and how often. The results, as well as the technique, are described in detail in a 40-page book published last week by CBS under the title *Roper Counts Customers.*

Taking a month as an arbitrary unit, CBS reports that all 40 programs were found to have monthly audiences—that is, the number of persons who heard the program at least once during the month—sizably larger that the standard CAB or Hooper audience ratings. The average frequency of listening was found to be 2.8 times per month for once-a-week programs, 5.3 times per month for three-times-a-week programs, 8.2 times a month for five-times-a-week programs and 9.2 times a month for six-times-a-week programs.

Comparing the users of each advertised product among those who heard its program with the users among the non-listeners to that program, they found that "in every single case, without exception, the number of product-users was higher among listeners than among non-listeners to each CBS program," the book reports. "Higher, on the average, by 53%."

Further analyzing the answers by frequency of listening, CBS states that those who listened to weekly programs once or twice a month showed a 43% increase in users, whereas those who listened three or four times a month showed a 57% increase, proving that "the more impressions, the more customers. The more they listen, the more they buy." However, the book points out, even the occasional listeners who listen to the program less than once-a-month, are influenced by radio advertising, using the advertised products 31% more than those who do not listen at all.

Men vs. Women

Breaking down the total audience, the study shows that among men, 49.9% listen three to four times monthly, 25.8% once or twice and 24.3% less than once a month. For women the percentages are: 54.4% listen three-four times, 22.1% once or twice and 23.5% less than once a month. The total listeners to the average program was 37,867,000 persons.

CBS also points out among the study's results that: "A single program created 4,400,000 extra users for a single product, lifting the level of use 60% higher than its use among non-listeners. All 40 programs created 37,000,000 more users and buyers for all the products which they advertised. None of these sales results can be attributed to any other source than the radio programs themselves."

As to listeners, CBS also reports that "40 CBS programs reached 91.1% of all U. S. adults—in four weeks. A single program, in a month, reached 55% of them—a monthly audience of 50,336,000 men and women. It reached them an average of three times each, for a total of 151,000,000 separate advertising impressions."

Plans for Co-Op Serial

THE COMEDY serial *Mr. & Mrs. North* which was recently purchased by N. W. Ayer & Son, New York, for cooperative sponsorship by the consolidated electric industries [BROADCASTING, Sept. 1], may be heard Tuesdays 9:30-10 p.m. on CBS, a spot now under consideration. Details are being worked out by the agency and CBS and will not be announced until later this week.

"SHE ALWAYS USES WGY AS A SHOPPING GUIDE."

NO—we don't have any statistics on the number of women who actually carry portable radios when shopping. But the idea has intriguing possibilities.

We *do* know that thousands of homemakers listen regularly to the WGY "Market Basket" and "Musical Matinee" for shopping advice. We know that the WGY audience has a buying power of more than 2½ billion dollars; that WGY is the favorite station in its area; and that you can help your sales curve in the Great Northeast* by buying 'GY.

We invite you to try WGY and check your sales. Write to us now at One River Road, Schenectady for information on our women's participation programs and our Fall time and talent availabilities. Or ask at any NBC Spot Sales Office.

*Eastern and central New York and western New England.

WGY-49

GENERAL ELECTRIC
WGY
50,000 WATTS
SCHENECTADY, N. Y.

Represented Nationally by NBC Spot Sales Offices
NEW YORK CHICAGO BOSTON WASHINGTON
CLEVELAND DENVER SAN FRANCISCO HOLLYWOOD

Special Events
SPORTS
GILLETTE FIGHTS
WORLD SERIES
FOOTBALL
WNOE
New Orleans' Greatest Radio Value
A Mutual Affiliate

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHAS, Louisville

BC Remedy Co., Durham, N. C. (proprietary), 8 *ta* weekly, thru Harvey Massengale Co., Durham.
Peter Paul Inc., Naugatuck, Conn. (Mounds), 5 *sp* weekly, thru Platt-Forbes, N. Y.
Hulman & Co., Terre Haute (baking powder), 3 *sa* weekly, thru Pollyea Adv., Terre Haute.
Standard Brands, New York (yeast), 10 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Lever Bros. Co., Cambridge, Mass. (Swan), 80 *ta*, thru Young & Rubicam, N. Y.
Readers Digest Assn., Pleasantville, N. Y., 26 *ta*, thru BBDO, N. Y.
Lehn & Fink Products Co., New York (Hinds), 14 *ta* weekly, 6 weeks, thru Wm. Esty & Co., N. Y.
Beechnut Packing Co., Canajoharie, N. Y., 2 *ta* weekly, 13 weeks, thru Newell-Emmett Co., N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek), 15 *sa* weekly, 32 weeks, thru Ferry-Hanly Co., N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia. (pens, pencils), 2 *ta* weekly, thru Russel M. Seeds Co., Chicago.

KMOX, St. Louis

Simoniz Co., Chicago, *sa* weekly, thru George H. Hartman Co., Chicago.
Wm. Wrigley Jr. Co., Chicago, 5 *t* weekly, thru J. Walter Thompson Co., Chicago.
Johnson & Johnson, New Brunswick, N. J., 6 *sa* weekly, thru Ferry-Hanly Co., N. Y.
O'Cedar Corp., Chicago, 6 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Michigan Fruit Sponsors Inc., Detroit, 2 *sa* weekly, thru Chapman Adv. Agency, Detroit.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 2 sa weekly, thru Russel M. Seeds Co., Chicago.
Weil Clothing Co., St. Louis, 6 *ta* weekly, thru Wesley K. Nash, St. Louis.
Wilson & Co., Chicago 3 *t* weekly, thru U. S. Adv. Corp., Chicago.

KSO-KRNT, Des Moines

National Refining Co., Cleveland, 26 *ta*, thru Sherman K. Ellis & Co., N. Y.
Wm. Wrigley Jr. Co., Chicago, 13 *t*, thru Arthur Meyerhoff Co., Chicago.
Turner Hybrid Seed Corn Co., Grand Junction, Ia., daily *sp*, thru Son de Regger & Brown, Des Moines.
Seiberling Tire & Rubber Co., Akron, 2 *sp* weekly, thru Meldrum & Fewsmith, Cleveland.
Butler Mfg. Co., Kansas City, daily *sa*, thru Ferry-Hanly Co., Kansas City.
Omar Mills, Omaha, *sp* weekly, thru Hays MacFarland & Co., Chicago.

KGKO, Fort Worth-Dallas

Galveston-Houston Breweries, Houston, 260 *t*, thru Ruthrauff & Ryan, Houston.
T. W. Burleson & Son, Waxahachie, Tex. (honey), 156 *t*, thru Rogers & Smith Adv. Agency, Dallas.
Carter Products, New York (proprietary), 260 *t*, thru Spot Broadcasting, N. Y.
Bond Stores, New York (clothes), 312 *sp*, thru Neff-Rogow, N. Y.
Campbell Cereal Co., Northfield, Minn., 156 *t*, thru Campbell-Mithun, Minneapolis.
Jax Beer Co., Houston, Texas, 30 *sa*, thru Anfenger Adv. Agency, St. Louis.

CKCL, Toronto

Canadian Marconi Co., Montreal (radios), 5 ta weekly, thru Cockfield Brown & Co., Montreal.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 12 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Grove Labs., St. Louis (Bromo-Quinine), 12 *ta* weekly, thru Russel M. Seeds Co., Chicago.
Philadelphia & Reading Coal Co., Philadelphia, 5 *ta* weekly, thru McKee & Albright, Phila.

WCAU, Philadelphia

Vick Chemical Co., Greensboro, N. C., 6 *sp* weekly, 26 weeks, thru Morse International, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 1 *sp* and 15 *sa* weekly, for 26 weeks, thru Joseph Katz Co., Baltimore.
Atlantic Refining Co., Philadelphia, football, thru N. W. Ayer & Son, Philadelphia.
Lamont, Corliss & Co., New York (Danya lotion), 56 *sa*, thru J. Walter Thompson Co., N. Y.
Chris Hansen's Labs., Toronto (Junket), 24 *sa*, thru A. McKim Ltd., Toronto.
Pinex Co., Fort Wayne, Ind. (cold remedy), 148 *sa*, thru Russel M. Seeds Co., Chicago.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 15 *sa*, thru Russel M. Seeds Co., Chicago.
Bell Telephone Co. of Pa., Philadelphia, 8 *sa*, direct.
Mogowan Educator Food Co., Lowell, Mass. (biscuits), 26 *sa*, thru John W. Queen, Boston.
Kellogg Co., Battle Creek, Mich. (cereals), 40 *sa*, thru Kenyon & Eckhardt, N. Y.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum, soups), 180 *sa*, thru Newell-Emmett, N. Y.

WOWO-WGL, Fort Wayne

Dekalb Agricultural Assn., DeKalb, Wis. (seed corn), 54 *sa*, thru Western Adv. Agency, Racine.
Beechnut Packing Co., Canajoharie, N. Y., 105 *sa*, thru Newell-Emmett, N. Y.
Oyster Shell Products Corp., New Rochelle, N. Y. (chicken feed), 52 *sa*, thru Cecil & Presbrey, N. Y.
National Schools of Los Angeles, 13 *sp*, thru Huber Hoge & Sons, N. Y.
National Refining Co., Cleveland, 108 *ta*, thru Sherman K. Ellis & Co., N. Y.
Manhattan Soap Co., New York (Sweetheart), 108 *ta*, thru Franklin Bruck Adv. Corp., N. Y.
Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 105 *ta*, thru Erwin, Wasey & Co., N. Y.
Little Crow Milling Co., Warsaw, Ind. (flour), 65 *sp*, thru Rogers & Smith, Chicago.

WPAT, Paterson, N. J.

Eastern Wine Corp., New York, 100 *sa* weekly, 52 weeks, thru H. C. Morris Inc., N. Y.
Royce Chemical Co., Carlton Hill, N. J. (Royox cleaning fluid), 12 *sa* weekly, 52 weeks, direct.
William Wrigley Jr. Co., Chicago (Spearmint gum), 13 *sp*, Arthur Meyerhoff & Co., Chicago.
Waste Materials Conservation Headquarters, New York, 200 *sa*, Olian Adv. Co., St. Louis.

WINS, New York

Gardner Nurseries, Osage, Ia., 6 *t*, weekly, thru Northwest Radio Adv. Co., Seattle.
Fels & Co., Philadelphia (Naptha soap and flakes), 36 *sa* weekly, 13 weeks, thru S. E. Roberts, Philadelphia.

WJZ, New York

Jacob Ruppert Brewery, New York (Knickerbocker beer), 2 *sp* weekly, 10 weeks, thru Ruthrauff & Ryan, N. Y.

WLS, Chicago

Lever Bros. Co., Cambridge (Spry), 6 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Arvey Corp., Chicago (R-V Lite transparent screening), 3 *sa*, thru First United Broadcasters, Chicago.
Manhattan Soap Co., New York (Sweetheart soap), 3 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Sawyer Biscuit Co., Chicago (Baker Boy crackers), 3 *ta* weekly, thru George H. Hartman Co., Chicago.
Pinex Co., Ft. Wayne (cough remedy), 15 *sa* weekly, thru Russel M. Seeds Co., Chicago.
General Store of the Air (sundry items), 6 *sp* weekly, thru United Adv. Cos., Chicago.
DeKalb Agricultural Assn., DeKalb, Ill. (Hybrid seed corn), 6 *sp* weekly, thru Western Adv. Agency, Racine, Wis.
Foster-Milburn Co., Buffalo (Doan's Kidney Pills), 2 *sa* weekly, thru Spot Broadcasting, N. Y.
Oelwein Chemical Co., Oelwein, Ia. (Occo mineral compound), 3 *sa* weekly, thru Cary-Ainsworth, Des Moines.
Morton Salt Co., Chicago, 3 *sp* weekly, thru Klau Van Pietersen-Dunlap Assoc., Milwaukee.
Lane Bryant Co., New York (clothing), 6 *sa* weekly, thru Huber Hoge & Sons, N. Y.
Johnson & Johnson, New Brunswick, N. J. (Tek toothbrush), 12 *sa* thru Ferry-Hanly Co., N. Y.
Omar Inc., Omaha (flour), *t* weekly, thru Hays MacFarland & Co., Chicago.
G. E. Conkey Co., Cleveland (poultry feeds), 2 *sa* and *sp* weekly, thru Rogers & Smith, Chicago.

WAPI, Birmingham

Standard Brands, New York (yeast), 10 *sa* weekly, 5 weeks, thru Kenyon & Eckhardt, N. Y.
H. C. Cole Milling Co., Chester, Ill., 15 *ta* weekly, 30 weeks, thru J. Walter Thompson Co., Chicago.
Procter & Gamble Co., Cincinnati, 2 *ta* weekly, 8 weeks, thru Compton Adv., N. Y.
W. A. Sheaffer Pen Co., Fort Madison, Ia., 2 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (Tek), 3 *sa* weekly, 17 weeks, thru Ferry-Hanly Co., N. Y.
Chattanooga Medicine Co., Chattanooga (proprietary), 6 *sp* weekly, thru Nelson Chesman Co., Chattanooga.

KGNF, North Platte, Neb.

Northwestern Yeast Co., Chicago, 3 *t* weekly, thru Hays MacFarland Co., Chicago.
Wm. Wrigley Jr. Co., Chicago, 5 *t* weekly, thru Arthur Meyerhoff & Co., Chicago.
Miles Labs., Chicago (Alka-Seltzer), 4 *t* weekly, thru Wade Adv. Co., Chicago.
Cornhusker Hybrid Co., Waterloo, Neb. (seed corn), 78 *sa*, thru Buchanan-Thomas, Omaha.

WHBL, Sheboygan, Wis.

Histex Co., Chicago (proprietary), 6 *sa* weekly, thru United Adv. Cos., Chicago.
Universal Camera Corp., New York, 6 *sa* weekly, thru United Adv. Cos., Chicago.

WIBG, Glenside, Pa.

Kay Preparations, Philadelphia (Formula 301, beauty preparation), 6 *sa* weekly, for 13 weeks, placed direct.

WELL, HERE SHE IS, FELLAS!—KXL LAND!!
MY DISCOVERY AND YOUR MOST PROMISING MARKET!
AD. AGENT
75% OF THE FAMILIES IN THE STATE OF OREGON
PORTLAND OREGON
WILLAMETTE VALLEY

CBS Coast Sales Show 9-Month Gain

Billings Well Above 1940 and Other Contracts Pend

WITH FOUR additional firms having contracted for regional network time during the past few weeks CBS West Coast billings for the first nine months of 1941 will be substantially in advance of 1940, Donald W. Thornburgh, the network's Pacific Coast vice-president revealed in releasing names of the new sponsors.

He further reports that several other advertisers are negotiating for Pacific Coast regional time on that network, and others will renew current contracts for late fall and winter.

News Contracts

Nestle's Milk Products, San Francisco (Alpine coffee), through Leon Livingston Adv. Agency, that city, on Sept. 13 started *William Winter, News Analyst*, on 4 CBS Pacific Coast stations (KNX KARM KSFO KOIN), Saturday 7:45-8 a.m. (PST). In addition the firm on Sept. 30 starts *Bob Garred Reporting* on the same list of stations, Tuesday, 5:45-5:55 p.m. (PST). Both contracts are for 13 weeks.

Peter Paul Inc., Naugatuck, Conn. (candy bars, gum), through Brisacher, Davis & Staff, San Francisco, underwrites Bob Garred on those stations, plus KIRO, Monday, Wednesday, Friday, 4:45-4:55 p.m. (PST). McFadden Publications, New York (*Liberty* magazine), through Erwin, Wasey & Co., that city, on a 52-week contract which started Aug. 13, sponsors *Bob Garred Reporting* on the same five CBS Pacific Coast stations, Monday, Wednesday, Friday, 7:30-7:45 a.m. Bathasweet Corp., New York (Bathasweet), is sponsoring that program Tuesday and Thursday, utilizing similar time on those stations. H. M. Kiesewetter Adv. Agency, New York, has the account. Soil-Off Mfg. Co., Glendale, Cal. (paint cleaner), in addition to those stations, also sponsors the news commentator on KROY KSL KLZ, Saturday, 7:30-7:45 a.m. Placement is through Hillman-Shane Adv. Agency, Los Angeles.

Albers Bros. Milling Co., Seattle, through Lord & Thomas, San Francisco, starting Oct. 2 will sponsor the weekly half-hour mystery *Who-dunit*, on 7 CBS West Coast stations (KNX KSFO KARM KOIN KIRO KFPY KSL), Thursday, 7:30-8 p.m. It is understood Albers Bros. will drop sponsorship of H. V. Kaltenborn on NBC Pacific Red stations to concentrate on the new evening program which was successfully tested last year on KFRC, San Francisco, by Roos Bros., that city (men's clothiers). Albers Bros. contract is for 3 weeks.

General Petroleum Co., Los Angeles (Mobilgas), on a 13-week

contract which started Sept. 13 is sponsoring *Sports Broadcast* with Sam Hayes, commentator, on 8 CBS Western stations (KNX KSFO KARM KOIN KIRO KFPY KOY KTUC), Wednesday, 6:15-6:30 p.m. Agency is Smith & Drum, Los Angeles. Hayes did a similar 13-week program last season for western marketers of Mobilgas, and broadcasts were so successful that the firm devotes the major part of its advertising budget to radio. Hayes sportscasts are supplementary to General Petroleum's sponsorship of the weekly program, *I Was There*, on 8 CBS West Coast stations, Sunday, 9-9:30 p.m.

Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), through J. D. Tarcher & Co., New York, on Nov. 3 starts sponsoring *Knox Manning, News*, on 6 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KFPY), Monday, Wednesday, Saturday, 8:55-9 p.m. Contract is for 17 weeks.

Los Angeles Soap Co., Los Angeles (White King), sponsors *Knox Manning, News* on 16 CBS Western stations, Monday through Friday, 2-2:15 p.m. Agency is Raymond R. Morgan Co., Hollywood. Manning is also narrator on the weekly five-minute program, *Find the Woman*, sponsored by Colonial Dames Inc., Los Angeles (cosmetics), on 8 CBS West Coast stations, Sunday, 7:25-7:30 p.m. Agency is Glasser-Gailey & Co., Los Angeles.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume

More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS
Special attention for PROBLEM SPOTS

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

WHITE HOUSE recollections, drawn from the times she lived there when her father was President, and current events of today will be related on KFWB, Hollywood, by Eleanor Wilson McAdoo under 52-week sponsorship of Budget Finance Co., Los Angeles. With Mrs. McAdoo, as she signs the contract for the five-weekly quarter-hour series, are (l to r) Bob Kaufman, KFWB account executive, and Charles Offer, Budget Finance vice-president.

Air School Adding

AIRPORT GROUND SCHOOLS, Hollywood (flying cadet training), in late August started a thrice-weekly quarter-hour musical recording on KJBS, San Francisco, with a similar program on KFMB, San Diego. Firm also sponsors a daily quarter-hour recorded musical on KIEV, Glendale, with three per week on WFMD, Frederick, Md. A 15 and 30-minute weekly recorded musical is sponsored on KRKD, Los Angeles. In addition six and eight live announcements per day are used on KGER and KFOX, Long Beach, with three transcribed spots weekly on KGKO, Fort Worth. Recorded music and spot announcements are alternatively sponsored on KOMA, Oklahoma City. Other stations will be added to the list as representatives are established in various other locales. Ideas Associated, Glendale, Cal., is the agency. John B. Panushka is account executive.

JOHN NESBITT, Hollywood commentator, will do the narration on "Millions for Defense", a national defense short film.

The Only Positive Coverage of the QUARTER MILLION POPULATION in UPPER MICHIGAN and NORTHERN WISCONSIN
Served by the
LAKE SUPERIOR RADIO GROUP
(not a wire network)
WHDF · WJMS · WATW
Houghton, Mich. • Ironwood, Mich. • Ashland, Wis.
Group contracts save 25% on the three stations and 15% on any two stations
National Representatives:
BOGNER and MARTIN
295 Mad. Ave., N.Y. • 540 N. Mich. Ave., Chicago

WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?

Richmond is at the fingertips of WMBG's sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award. WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

WMBG
RED NETWORK OUTLET · RICHMOND, VA.
JOHN BLAIR CO., REP.

OPPORTUNITY
FOR AGENCY MEN:

One of the pre-requisites for successful campaigns is the use of dominant media in active markets. These are the very things that more and more time-buyers are finding in one of the Central Southwest's richest areas. KTBS is a *dominant medium* and Shreveport a truly *active market*. Here in the heart of one of the nation's basic production areas—rich with oil and gas, defense industries and agriculture . . . people are making money and spending it. *You'll* discover qualities that make Shreveport one of the important markets.

KTBS 1000 WATTS—NBC
Serving the Pivot Area of the Central Southwest
Represented by The Branham Company

Radio Advertisers

HILLS BROS. Co., New York (gingerbread mix), on Sept. 2 started a 52-week schedule of participations on *Mary Margaret McBride*, on WEAF, New York. Company has been participating on *Marjorie Mills*, on the Yankee Network for the past year and has recently renewed for another 52-week period. Agency is Biow Co., New York.

DR. A. W. CHASE MEDICINE Co., Oakville, Ont., has started an announcement campaign on 34 Canadian stations. Account was placed by Ardiel Adv. Agency, Oakville.

NOXZEMA CHEMICAL Co., Baltimore (creams), on Sept. 13 after a five-week hiatus resumed *Battle of Boroughs* on WABC, New York, Sat. 9:45-10:15 p.m. Agency is Ruthrauff & Ryan, New York.

P. LORILLARD Co., New York (Old Gold Cigarettes), extensive user of radio, on Sept. 15 starts participations on *Arthur Godfrey*, Monday through Saturday 6:35-7 a.m. on WABC, New York. J. Walter Thompson Co., New York, handles the account.

PARAFFINE COMPANIES Inc., San Francisco (Pabco Paint) recently transcribed a series of spots at Photo & Sound, San Francisco, to be made available to Pabco dealers in the 11 Western States on a 50-50 basis. The spots call attention to a 10-day paint sale late in September. Brisacher, Davis & Staff, San Francisco, is agency.

Woollcott in England

ALEXANDER WOOLLCOTT, radio's "Town Crier", will report on conditions in England in a series of programs on CBS, to start sometime in October. Due to the uncertainties of the Atlantic passage, no definite date can yet be given for the first broadcast. His reports, to be shortwaved directly to this country and to be carried by BBC, will be in the same chatty vein as his *Town Crier* program.

LOG CABIN BREAD Co., Los Angeles, in a four-month campaign starting Sept. 15 will use an average of 25 transcribed announcements per week on six stations in that area. List includes KECA KFAC KFI KHJ KFWB KMPC. Announcements were produced by Dan B. Miner Co., Los Angeles, under direction of John Guedel.

LOS ANGELES SOAP Co., Los Angeles (Scotch soap), on Sept. 8 added KSUN, Bisbee, to its six-weekly quarter-hour newscast on two Arizona network stations (KTUC KOY). Series originates from the latter station. Agency is Raymond R. Morgan Co., Hollywood.

JOHN T. TROLL Co., Los Angeles (Vitamin B-1 candy mints), through Lockwood-Shackelford Adv. Agency, that city, on Sept. 1 started a 26-week local campaign and is using 14 spot announcements per week on KRKD, with a weekly spot on KHJ. Schedule also includes six daily time signal announcements on KIEV as well as a late afternoon newscast, five times per week on KECA. Firm in addition uses 42 spot announcements weekly on FM station, K45LA, Hollywood, and plans expansion to include other California stations as distribution outlets are established.

GOLDEN STATE Co., San Francisco (Golden V Vitamin milk), recently started a new 13-week campaign, using transcribed announcements with a musical opening on three San Francisco stations—KPO KFRC and KSFO—and five participations weekly on Ann Holden's *Home Forum* program on KGO. According to Robert M. Watson, San Francisco manager of Ruthrauff & Ryan, the campaign may be extended to other cities in California.

PEP BOYS of California, Los Angeles (auto accessories), through Milton Weinberg Adv. Co., that city, is currently sponsoring an early morning hour, *Mac the Mechanic*, on KFWB, Hollywood. Contract is for 52 weeks, having started Sept. 8. With Bill Baldwin as m.c., the six-weekly program includes news, music and gags. Firm also currently uses from 12 to 15 transcribed announcements weekly on each of the following Southern California stations. KGB KVOE KFOX KFXM KIEV.

KEMP BROS. PACKING Co., Frankfort, Ind. (Sun-Rayed tomato juice), has placed the *Folk Singer* program on WEVD, New York, along with a ten-week New York Jewish newspaper campaign. The series is directed by Joseph Jacobs Jewish Market Org. for the agency, Caldwell-Baker Co., Indianapolis.

Program Formats In Fall Discussed

Packaged Shows Are Expected To Receive More Attention

FORMATS of forthcoming fall shows were given serious consideration by New York network and agency executives who were in Hollywood during September for the line-up of new radio programs.

Packaged shows can expect to receive a greater appropriation of both money and consideration from NBC, according to Clarence Menser, the network's national production director. He stated that too often the scales are overbalanced by amount spent for time, with talent and production relegated to the background in spite of room for improvement, thus creating a setting too rich for what goes into it.

He went on to say that NBC plans to devote more of its efforts to the packaging of shows and continued support of them once they are launched on the air. Mr. Menser was on the West Coast for the initial broadcast of the network's sustaining feature, *The Four Men*, inaugurated Sept. 7.

Family Shows

Warning on problematical success of family shows which follow too closely for formula evolved from the NBC *Henry Aldrich* series sponsored by General Foods Corp. (Jell-O puddings), was issued by John U. Reber, New York vice-president in charge of radio for J. Walter Thompson Co., who was in Hollywood for start of the weekly MBS *Three Ring Time* under sponsorship of P. Ballantine & Sons (beer) on Sept. 12.

Although the family theme has been successfully handled in this particular series, the same pattern cannot easily be made to fit other story plots, Mr. Reber explained. He concluded his observations with the fact that slapstick, careless comedy has ceased to have audience appeal and that the public is more appreciative of good comedy, expertly produced.

Griffin Jingles

GRIFFIN MFG. Co., Brooklyn (shoe polishes) during the week of Sept. 8 added 14 stations in the New York, Chicago, Washington and Detroit markets bringing to 65 the total carrying the one-minute transcribed jingles, *Time to Shine*. The discs, played 112 times weekly between 7 and 9 a.m., will be heard in addition on WAAT WJZ WMCA WNEW WHN WJW WRC WOL WBBM WGN WCAU WJR WXYZ CKLW. Bermingham, Castleman & Pierce, New York, handles the account.

WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

KTUL
5000 watts • CBS
TULSA, the Oil Capital
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

THIS GENTLEMAN in a dame's hat used to play for the Chicago Bears and before that was an All-American. The saucy getup is used when Dick Nesbitt serves as woman's commentator on WKRC, Cincinnati, during the absence of Ruth Lyons on vacation. Normally he is WKRC sports commentator.

George Weston Series Successful in Canada

GEORGE WESTON Ltd., Toronto (biscuits), on Oct. 5 starts thrice-weekly the transcription series *Imperial Leader* based on the life of Winston Churchill, on CJIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CFRB, Toronto; CFRC, Kingston, Ont.; CHML, Hamilton, Ont.; CKPC, Brantford, Ont.; CFPL, London, Ont.; CFCO, Chatham, Ont.; CKLW, Windsor, Ont.; CFOS, Owen Sound, Ont.; CKCO, Ottawa; CFCF, Montreal; CHSJ, St. John, N. B.; CJCB, Sydney, N. S.; CHNS, Halifax; CFNB, Fredericton, N. B.; CFCY, Charlottetown, P. E. I. The program will be extended to Western Canada in November. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

Canadian stations are giving announcements and special programs as a wartime service to raise funds for the Alexandra Orphanage in London, England. The Canadian-born biscuit magnate, Garfield Weston, now a member of Parliament in England, has been placed in charge of the campaign, in addition to other war jobs he has been given in England. According to Frank Dennis, of Richardson-Macdonald Adv. Service, Toronto, handling the Weston account, announcements on Canadian stations in the past six weeks have resulted in raising $10,000 for the fund.

WKBN
YOUNGSTOWN OHIO
Columbia Network
NOW ON
FULL TIME!
570 KC
Coming Soon
5000 WATTS

ONE MAN... ONE INSTRUMENT

for THOUSANDS of Musical IDEAS That SELL!

Distinctive themes & signatures . . . brilliant fill-in music . . . colorful musical programs—ALL are yours with the Hammond Novachord.

Any pianist can play the Novachord . . . can draw upon the Novachord's thrilling array of beautiful instrumental effects.

The Novachord will provide new variety and "style" for any program . . . whether local "fill-in" or coast-to-coast network . . . whether the requirement is a fanfare, a signature, a melodic transition, or rich, colorful music to carry the full weight of entertainment.

Easy to play . . . conveniently movable . . . this remarkably versatile instrument presents an ideal, economical solution to your program production problems. For any radio station—large or small—the Novachord is a most practical and profitable investment.

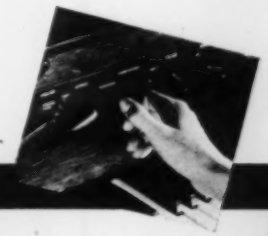
Ask your Hammond dealer for a demonstration of the Novachord's amazing possibilities. Find his name in the classified telephone directory, or write for full information to the Hammond Instrument Co., 2989 N. Western Ave., Chicago.

The Novachord brings to your fingertips instrumental effects as of:

Piano	Oboe
Violin	Saxophone
Flute	French Horn
Trombone	Piccolo
Cello	Banjo
English Horn	Clavichord
Bassoon	Vibraphone
Guitar	Cornet
Harmonium	Hawaiian Guitar
Harpsichord	Music Box
Brass Ensemble	String Ensemble
Sleigh Bells	Chimes
Trumpet	and Many More
Celeste	

The NEW idea in music — by the makers of the HAMMOND ORGAN

Used by all major networks and by independent stations everywhere



See . . . Hear . . . Play THE HAMMOND Novachord

As you touch the piano-like keyboard and turn the Tone Selectors you *color* your music with beautiful instrumental effects. Anyone familiar with the piano keyboard can play the Novachord.

HAMMOND ORGAN STUDIOS • in New York: The Hammond Bldg. 50 West 57th Street . . . in Los Angeles: 3328 Wilshire Boulevard

It's as easy as this!

At New York's Grand Central Terminal just toss your bag to a porter and say "Hotel Roosevelt" . . . He'll escort you through our private passageway, direct to the Roosevelt lobby . . . Time-saving convenience and complete comfort . . . Satisfying meals . . . Attractive rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT

BERNAM G. HINES, *Managing Director*

MADISON AVENUE AT 45th ST., NEW YORK

Studio Notes

WSYR, Syracuse, originated over 100 programs from the New York State Fair during its nine-day run. Regular features as well as several special programs came from the Fair Grounds.

WTAG, Worcester, Mass., received special permission during recent New England war games involving the Sixth Army Corps to broadcast an actual staff conference of public relations officers. The station was also authorized to cover operations of a tank unit in the field. Both shows originated from Fort Devens, Mass.

KFI-KECA, Los Angeles, has appointed Earle Ferris Associates, Hollywood, to handle publicity. Bernie Smith continues as farm and public relations director.

WRAK, Williamsport, Pa., was recipient of an American Flag from the Garrett Cochrane Post of the American Legion on behalf of the station's service in the cause of patriotism during the present crisis. Presentation was made Labor Day preceding President Roosevelt's nationwide address.

KSAN, San Francisco, has started a series of broadcasts under auspices of the San Francisco Public Health Department titled *The Tuberculosis Battle*. Each Saturday evening outstanding authorities on public health and tuberculosis speak in easy-to-understand language.

FOUR direct line broadcasts from the California State Fair, which closed Sept. 7, were carried daily by station KMYC, Marysville, which is 50 miles from Sacramento, site of the fair. It was the first time an individual station, outside of Sacramento, had broadcast from the fairgrounds.

IRONING-OUT PRODUCTION KINKS and merchandising ideas for the new *Captain Flagg & Sergeant Quirt*, to be heard weekly on 90 NBC-Blue stations, starting Sept. 28, under sponsorship of Mennen Co. (shaving products), are: (l to r) John P. Medbury, writer of the series, to feature Edmund Lowe and Victor McLaglen; H. J. Richardson Jr., New York manager of Russel M. Seeds Co., agency servicing the account; John Swallow and Robert McAndrews, NBC Western division program director and sales promotion manager, respectively. The show will be heard Sundays, 7:30-8 p.m.

ROBERT N. BROWN, program director of WBBM, Chicago, has announced the following additions to the talent staff: Les Paull and Rusty Gill, guitarists, both formerly of Fred Waring's orchestra; Al Nielson, formerly of Dave Rose's orchestra, and Bill Moss, piano duo; Bill Alexander's orchestra, and a vocalist, Elizabeth Hall; the Prairie Sweethearts, formerly of the *National Barn Dance;* and Christine, "The Little Swiss Miss".

STATION managers, account executives, department heads, artists, announcers and office personnel from the San Francisco Bay area—more than 60 in all—were guests of the California State Fair at Sacramento Aug. 30.

GASOLINE driven standby generating plant of KIRO, Seattle, answered its first emergency call Aug. 26 and generated power for 25 minutes when electric storms caused a total power failure in two submarine cables leading to the transmitter. KIRO lost only 30 seconds when Jack McMullen, engineer on duty, switched the standby plant into operation. The plant was installed last spring when KIRO increased its power to 50,000 watts.

WSUN, St. Petersburg, Fla., has started a series of defense programs, the first originating from the Maritime Commission training school. Subsequent programs will originate from Army and Navy bases in the station's area. Program is designed to acquaint persons residing in St. Petersburg with defense activities in their neighborhood.

WBAP-KGKO, Fort Worth, has been presented with a Texas State Police certificate of merit. The award was made on the basis of the station's *Suburban Editor* series which consists of items from 100 Texas newspapers and is heard bi-weekly. The certificate was given the station "for individual contributions to the cause of traffic safety".

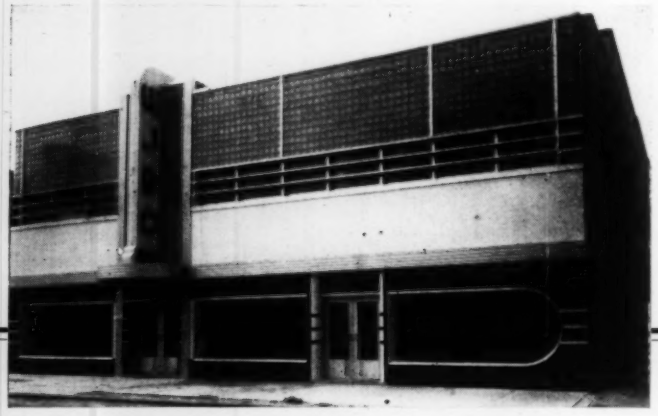
WAIT, Chicago, cooperating with local safety drive, will broadcast actu traffic court proceedings thrice week from the Municipal courtroom Evanston. Traffic violators will heard as they appear before the judg who plans to question them in such manner as to instruct the listener public as well as the offenders.

SIX FULL CLASSES will be offer during the fall term of the Free Nat ralization School conducted WHOM, Jersey City. Founded la spring by Joseph Lang, general ma ager of the station, in an effort to a in the Americanization program whi the Government is encouraging, t school is including American histor the U. S. Constitution and a consid ation of the duties of American citize in this term's curriculum.

WBIG, Greensboro, N. C., for t eighth consecutive season will op Reidsville tobacco market when t tobacco market officially opens Se 16 at Reidsville, N. C. The progra will consist of broadcasts by plante auctioneers, warehousemen, tobac manufacturers and national advert ing agency officials. Other marke using the facilities of WBIG are Du ham, Martinsville, Danville, Sou Boston, Burlington, Madison a Winston-Salem.

WBZ-WBZA, Boston-Springfield, Sept. 4 broadcast the dedication ce monies for "Treasury House", ori nally constructed in Washington Esso Marketers to promote the sale Defense Bonds and Stamps and n on a tour of the country. The Bost edition of "Treasury House", fro which various special programs w originate, is located on Boston Co mon. The all-glass studio will open daily from 10 a.m. to 10 p.m. for f weeks. WBZ-WBZA will carry broadcasts daily from the structu at 12 noon and 6 p.m.

KSTP, St. Paul, has issued a n rate card, No. 31, effective Oct. 1.



A NEW $12,000,000 SYNTHETIC RUBBER AND CHEMICAL PLANT IS BEING CONSTRUCTED IN BATON ROUGE. A $3,000,000 BUNA RUBBER PLANT, RECENTLY COMPLETED, IS NOW IN ACTIVE OPERATION.

5,000 Watts **WJBO** 1150 Kc.

Represented Nationally by George P. Hollingbery Co.

IN PHILADELPHIA

WFIL

influence friends in Listeners

SELL THROUGH WFIL

Rule Suspension

(Continued from Page 9)

grow, he declared. It is just as accurate to say that the networks build the stations as it is that stations build the networks.

Burns Urges Changes

After filing his brief with the Commission, Judge Burns urged suspension of the rules for the duration of the national emergency and also advocated a joint effort by the FCC and the industry to induce Congress to modernize the radio law, specifying the areas of regulatory power. He reiterated his repeated contentions that the Commission is without power to make the regulations and held they were unlawful and destructive of the existing method of network operation.

While contending that the Mutual petition contained suggestions which were an improvement on the Commission's regulations, he said the proposed modifications were likewise unlawful in that they would have the unfortunate tendency of putting the industry "in a straightjacket" and would be eliminating the incentive for growth.

Predicting that the rules would have an effect upon broadcasting exactly opposite from that which the Commission asserts to be its objective, Judge Burns said that even MBS, as the most articulate proponent of the regulations, recognizes that there are restraints that are lawful. He said he thought it was significant that MBS, even with the restraints, has continually bettered itself.

Under the regulations, Judge Burns said that in a "declining economy" CBS would be seriously threatened. He pointed out that the investment trust industry and the SEC were able to go to Congress and get a reasonable definite limitation of the allowable areas of managerial discretion on the one hand and of commercial discretion on the other. If this is possible in fields of enterprise with reference to which there have been many proven abuses, with a resultant public clamor for restriction and regulation, "it seems more than appropriate for an industry that has served the public for such a long time without serious complaint," he argued.

KOIN, Portland, Ore., is an applicant for 25,000 watts with directional antenna on 660 kc., on which WEAF, New York, is the dominant station and for which channel KGIR, Butte, has also applied, seeking 50,000 watts. The Sept. 8 BROADCASTING inadvertently erred in reporting KOIN as an applicant for 10,000 watts on 770 kc.

Making his maiden appearance before the FCC, Mr. Cahill restated NBC's challenge of the Commission's power to issue regulations. The MBS petition, he said, likewise was beyond the jurisdiction of the Commission.

Mr. Cahill, former U. S. attorney in New York, charged that MBS seeks to gain from the Commission a position in the industry "which MBS itself has been unable to gain". He contended that it would not be able to acquire that position until its "very substantial and wealthy stockholders are willing to risk their capital in providing better programs.

Joining in the request that the Commission suspend the regulations for the duration of the emergency, Mr. Cahill also advocated that the Commission unite with the industry in seeking revision of the statute by Congress. He said it was a most inopportune time for the regulations.

In the NBC brief, it was contended the rules were not only unconstitutional and void but would destroy the nationwide broadcasting service enjoyed by the American people.

The FCC order, insofar as it deals with operation of two stations or the best station in a particular locality by a network organization, "will compel NBC to dispose of stations without regard to this vital factor of network operation and would necessarily have a destructive effect." It argued the Commission had no such jurisdiction under the law.

Blue Sale Opposed

Adoption of the proposal that MBS reduce option time to a specified formula, or adoption of any other such proposal "freezing the dynamics of broadcasting" would be unreasonable, said the brief. It was claimed that a non-exclusive option is little better than no option at all.

NBC claimed the order forcing it to dispose of the Blue Network was not within the Commission's jurisdiction. It pointed out that it maintained separate sales organizations for the Red and the Blue and that they are actually competitive entities. The only thing NBC could offer to a prospective purchaser, it was said, would be WJZ, Blue key in New York, and the half-time WENR, Chicago, owned by NBC itself.

Mr. Spearman, on behalf of Yankee and Colonial, pointed out that under the MBS proposal there would only be 1½ hours out of each five-hour time option segment available for other than major network business. Moreover, since no options would apply to the hours between 11 p.m. and 8 a.m., such an important public service feature as the *Yankee Network News Service* broadcast from 11:15 to 11:30 might be blocked out. Similarly, the elaborate Yankee Network weather service, an established feature, likewise might be affected.

Mr. Spearman said the time option provisions, if invoked, would further limit such operations and make even more difficult the task of selling time on regional chains. There must be adequate time under option, he said, for regional networks to survive and supply the essential service not otherwise provided by national networks. He disagreed with Chairman Fly that time could be cleared "in 20 minutes" over a network of 18 or 20 stations by use of the telephone.

Caldwell's Rebuttal

The only attorney to seek rebuttal, Mr. Caldwell said he regretted that the major networks had not commented extensively on the MBS proposal. Since he said there was nothing to indicate that the time options were objectionable to NBC and CBS, he must assume that the proposals did not meet with "serious objection". He said he felt some adjustment should be made on behalf of regional stations, along the lines of the Spearman argument.

Mr. Caldwell said there was also the complaint that MBS "pays too much to its affiliated stations" but pointed out that his network does not make the money, as a cooperative venture, but pays it to the stations. He said the three major stockholders of MBS spent $1,500,000 last year for sustaining programs.

Mr. Caldwell said the networks do not donate defense time, the affiliated stations giving it away. Chairman Fly interposed that most of the defense programs are on "non-saleable time anyway" and that "even the President's speeches do not normally come on commercial hours".

Mr. Caldwell said that if the Blue Network were separately represented, it probably would plead for the same things sought by MBS. If there is a "declining economy", he said, it means there will be less business for everyone, but the same amount of money would be available for network broadcasting, based on competitive initiative.

Pertussin Spots

SEECK & KADE, New York (Pertussin), on Oct. 1 starts a campaign of 100-word announcements, five to six times weekly on 22 stations in 21 markets, in addition to three 15-minute participations weekly on *Make Believe Ballroom*, on WNEW, New York. Agency is Erwin, Wasey & Co., New York.

Reserve Your Copy of
1941 Iowa Radio Audience Survey
NOW
Conducted by Dr. H. B. Summers of Kansas State College, the 1941 Iowa Radio Audience Survey is an authoritative study . . tells virtually everything you need to know about Iowa and Middlewest radio listeners' habits . . furnishes a means by which you can scientifically check almost all your advertising plans in this section.
Write for it. No cost or obligation.
Address Dept. B
STATION WHO
DES MOINES, IOWA

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown District.

THERE'S GOLD—
and YOU Can Find It!
You can dig deep into the rich market of West Texas, Southern New Mexico and Southeastern Arizona by telling your story over KROD. Write for all the facts about the BONUS market KROD offers you.
KROD
1000 Watts (day) • 500 Watts (night)
600 kc
Columbia's Outlet to the El Paso Southwest
Dorrance D. Roderick, Owner
Merle H. Tucker, Manager
Howard H. Wilson Co., *Natl. Reps.*

WSGN
Soon Goes
610
Birmingham, Ala.

Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

The boss said you wouldn't read this ad because it's too tight, - but when you've got a B I G story to tell in a little space you've got to crowd! Anyway, WWNC is the sellingest station for miles around, - it's the only station that serves ALL of Western North Carolina, - & that's a mighty good market. Food Sales, Auto Sales, General Merchandise Sales here are far above the national average. Can't tell a complete story here, but if you'll write us we will send some eye-opening data right away. Take a dare and write now!

WWNC

570 Kc. CBS Affiliate

ASHEVILLE, N.C.

Agencies

DUANE JONES, vice-president of Maxon Inc., New York, flew to Los Angeles last week to attend the funeral of his father, Marshall Ney Jones, Kansas pioneer and onetime Colorado gold prospector, who died last Tuesday at the age of 76.

STANLEY RESOR and Henry Stevens, president and vice-president respectively, of J. Walter Thompson Co., have returned to New York from a West Coast trip.

TOM TORRISON, formerly with Beaumont & Hohman, San Francisco, recently joined Sidney Garfinkel Adv. Agency as account executive.

DON LOGAN, publicity director of KROW, Oakland, Cal. and previous to that radio editor of the *Oakland Post-Enquirer*, on Sept. 15 joins the radio department of the San Francisco office of Erwin, Wasey & Co.

HELEN McGRATH, timebuyer of J. Walter Thompson Co., San Francisco, suffered a broken ankle recently when she was thrown from a horse.

MARION KYLE, head of the Los Angeles agency bearing his name, is still in a critical condition as result of injuries received in a San Francisco auto accident on Aug. 22. Gene Grant, NBC account executive, is recovering from injuries received in the same accident.

JAMES L. SAPHIER AGENCY, Hollywood radio talent service, has added Al Levy to the staff as an associate. Firm has moved to larger offices at 6331 Hollywood Blvd. Telephone is Hillside 9226.

EDWARD McCALLUM, commercial manager of KUTA, Salt Lake City, has resigned to become partner in the firm of J. Ed Snyder & Associates, that city. Name has been changed to Snyder-McCallum Adv.

CONTRACT CLASP was registered for the camera as Ohio Oil Co., Findlay, O., closed deal for sponsorship of nine Western Conference football games to exploit Marathon oil and gas via WOWO, Fort Wayne. Here Paul Grose, head of Ohio Oil's advertising department (second from left), and Hilliard Gates, WOWO sportscaster who will do the series, shake on the deal as Paul Mills, WOWO account executive (left), and Jack O'Mara, station promotion manager, look on. Extensive promotion campaign includes dealer displays in 2,000 Marathon filling stations in Indiana, Ohio and Michigan, weekly letters to dealers, newspapers and taxi-poster displays, window displays and publicity in the college papers.

Miles Duo Nationwide

MILES LABS. Inc., Elkhart, Ind. (Alka-Seltzer), on Oct. 6 will bring *Lum 'n Abner* to a coast-to-coast audience on NBC-Blue Monday, Tuesday, Thursday and Friday, 6:30-6:45. The stations list was still being worked out as BROADCASTING went to press. The comedians are now heard on a six-station NBC-Red Pacific Coast hookup for the same product, and will continue on that Coast network 10:30-10:45 EST when the program goes national. Reason for not including a Wednesday broadcast is the fact that the company sponsors the *Quiz Kids* at that time. Wade Adv. Agency, Chicago, handles the account.

CLARKE SALMON, former managing editor of the *New Orleans Item*, has been made a partner and elected vice-president of Bauerlein Inc., New Orleans. Among his duties will be directing of public relations.

S. K. WILSON, formerly of the creative staff of Newell-Emmett, New York, and creative director of Erwin, Wasey & Co., of England, has been named director of the copy department of Cecil & Presbrey, New York.

TIPTOP CREATIONS, Hollywood, has filed incorporation papers with the California Secretary of State at Sacramento to serve as radio, film and theatrical talent agency. Listed as directors, are Eleanor Penner, Edgar Milne and Theodore J. Elias, all of Los Angeles.

Sales through the air

WING

Dayton, Ohio

5,000 WATTS

Day and Night

NBC RED & BLUE

National Representatives

PAUL RAYMER CO.

buy WING-get WIZE (BONUS STATION)

DAYTON, O. SPRINGFIELD, O.

AGENCY Appointments

JOHN DAVID Inc., New York (retail clothing chain), to Gussow-Kahn & Co., that city. Using radio.

RODWAY SALES Corp., New York (distributor for Huntley & Palmers biscuits), to Erwin Wasey & Co., New York. No radio contemplated.

SHULL & PHILLIPS, Los Angeles (distributors of U. S. tires), to W. Austin Campbell Co., that city. Currently sponsoring two quarter-hour newscasts daily, seven times weekly on KIEV, Glendale, Cal. Other Los Angeles area stations to be used in fall.

LORBY HATCHERIES. Springfield, O., to Leo Boulette Agency, Springfield, for radio only.

SPRINGFIELD PRODUCTS Co., Springfield, O. (hardware) to Leo Boulette Agency, Springfield.

BINKLEY BROS., Springfield, O. (dental supplies) to Leo Boulette Agency, Springfield.

McCONNON & Co., Winona, Minn., to Cramer-Crasselt, Milwaukee.

OMEGA CHEMICAL Co., Jersey City, to Cecil & Presbrey, N. Y.

HUDSON PRODUCTS Inc. (Polident, Dentu-Grip); WERNET DENTAL MFG. Co. (Dr. Wernet's Powder, Dentu-Cream, plate brush); POLORIS Co. (poultice and tablets); PYCOPE Inc. (tooth powder and brushes); OMEGA CHEMICAL Co. (Omega oil), all subsidiaries of BLOCK DRUG Co., Jersey City, to Cecil & Presbrey, N. Y. Plans not yet formulated.

FORD MOTOR Co., Dearborn, Mich. (Fordson trucks, Ford service and parts & all Ford by-products), to Maxon Inc., Detroit.

Agency Changes Name

DAVIS & PEARSON, Los Angeles agency, located at 306 N. Vermont Ave., has changed its name to Davis, Harrison & Simmonds. M. D. Harrison and T. S. Simmonds who joined the agency as partners, were formerly Chicago advertising men. Agency was recently appointed to service the account of Lime Cola Co., Montgomery, Ala. Don L. Davis, agency executive, takes an indefinite leave of absence effective Oct. 1 to become general sales and advertising manager of the beverage company.

WJR, Detroit, occupied two tents at the Michigan State Fair recently. Television transmitting apparatus was set up in one tent while receivers were located in the other. INS teletype machines were also exhibited with regular newscasts over the [illegible] system. An estimated 40,000 persons visited the tents.

MEASURE FOR PATRIOTISM

★

The dimensions of freedom are not measurable. A single voice speaking for democracy in a foreign tongue over the air from this station, reaches far into the sympathetic hearts of many listeners.

Multiply this by the eight foreign tongues regularly spoken over this station and you will then better understand how vast is their pride in steadfastly upholding America's ideals of democracy.

★

A LISTENING AUDIENCE OF 5,000,000 PEOPLE THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

1480 KILOCYCLES

FULL TIME OPERATION

29 WEST 57TH ST., NEW YORK

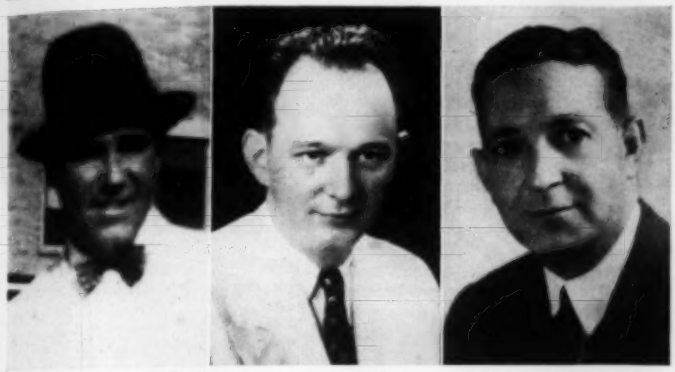
Telephone Plaza 3-4204

JOSEPH LANG, *Manager*

AMERICA'S LEADING FOREIGN LANGUAGE STATION

NOW THEY LOOK LIKE THIS

See page 18



PHOTOGRAPHS ON PAGE 18 in the same order (l to r) show: **1. Weston Hill,** copy director of H. W. Kastor & Sons Adv. Co., Chicago, who enlisted at the outbreak in 1917, was stationed on the *USS Nicholson* which captured the famous U-58 and engaged in a gun battle with the U-62 commanded by Count von Luckner; after a year on that ship he was appointed to Annapolis and commissioned. **2. W. Wright Esch,** owner-director of WMFJ, Daytona Beach, Fla., who was in the Army in the Mexican border expedition of 1916 before joining the Navy in 1917; he served as instructor in radio at Great Lakes, Harvard and New London, then at Plymouth, England, before being assigned to a tour of duty in Scandinavia after minesweeping duty in the North Sea. **3. Leo R. Tyson,** now with the NBC western division program and talent sales department, and formerly manager of KMPC, Beverly Hills, who enlisted at Richmond in April, 1917, served at the Norfolk base and then was sent to Annapolis; after being commissioned an ensign in 1918, he was assigned to the Atlantic Fleet and as a lieutenant given command of a destroyer. He stayed in the service until 1922. While on the battleship *Minnesota*, he was decorated for rescuing a fellow officer.

Super Power Pleas

(*Continued from page 17*)

imity to the border. Rendition of high-quality programs to listeners south of the border has contributed substantially to goodwill and furtherance of the good-neighbor policy of this Government, it was pointed out, and no other station in this country is so well equipped to accomplish this object.

The power increase would permit WOAI to render satisfactory service 90% of the time to rural listeners in Mexico residing north of Mexico City. Rural listeners in Southern Mexico and Central America would be able to satisfactorily receive WOAI for 50% or more of the time, it was pointed out.

The Commission was asked in the petition to reconsider and "forthwith grant" the application for 750,000 watts. It also asked that Sections 3.22 and 3.25 of the rules and regulations, limiting power to 50,000 watts, be "excepted to, amended or modified, in order to permit the authorization herein requested".

Closed by Anthem

WEEKLY CBS *Lux Radio Theatre*, resuming Sept. 8 under sponsorship of Lever Bros. (Lux Soap), is the first West Coast network program to conclude its hour broadcast with audience singing "The Star Spangled Banner." Patriotic gesture, suggested by James C. Petrillo, AFM president, follows signoff of the show.

KARK NBC RED
LITTLE ROCK
"Arkansas' Preferred Station"
IN THE CENTER OF
The Dial . . . of Arkansas . . . of U. S. Projects
The SPOT to CENTER Your Advertising
ED ZIMMERMAN
Vice-Pres.-Gen. Mgr.
5000 WATTS
920 Kc
MEMBER SQN: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

10:15—10:45 P. M., C. D. S. T.

Monday Thru Friday

Here is a great sales vehicle — 30 minutes of sparkling recorded music and refreshing entertainment featuring one of NBC's most affable announcers, Michael Roy — an ideal participation program that insures maximum results with a minimum expenditure.

The title, "Rhythm at Random" was chosen from an avalanche of 12,000 names suggested by radio listeners when the program first went on the air.

This outstanding feature has a fine large audience and the cost of participation is most reasonable.

"Rhythm at Random" with Michael Roy and Station WENR with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana and Michigan will bring you greater sales and profits at low cost in America's second largest market — Chicago.

Phone or write for detailed information with the assurance YOU GET MORE FOR LESS ON

WENR *Chicago*

Represented Nationally by the NBC Spot Offices in

CHICAGO NEW YORK BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

Network ASCAP Contract Dispute

(Continued from page 8)

music and sports events using ASCAP music. The statisticians figured that the 8% and 2% figures actually amounted to about 6.8% and 1.7% when the liberal net income base is applied.

Moreover, the contracts do not specify payment on funds derived from political broadcasts, except that in computing sustaining fees, the income must be considered for purposes of classification.

The local sustaining contract—one of the five separate forms offered—is 1% of the station card rate for the unit of time sold on "per program" contracts. The frequency discount, agency commission and 15% sales commission deductions would apply.

Under the blanket license form, stations with $150,000 or more net operating income would pay 12 times their highest half-hour rate per year as the sustaining fee. Those in the bracket between $50,000 and $150,000 would pay 12 times the highest quarter-hour rate. And those under $50,000 would pay $1 per month. Under this, they could play as much sustaining music as they liked, but for commercial purposes, they would have to take either the blanket or the per use license.

Log Problem

The contracts provide for clearance at the source both for network originations and for transcriptions. This latter constituted another of the eleventh-hour concessions. Also included are provisions for release from infringement actions and anti-trust suits upon acceptance of the contracts.

Considerable controversy has surrounded the requirements for maintenance of logs by stations selecting the per program method. The contracts require that if such a form of payment is selected, then stations must log every number performed, whether commercial or sustaining.

It is argued that this requirement will discourage acceptance of "per program" contracts because of the bookkeeping detail involved, and in effect force general acceptance of blanket licenses. In one quarter it was said this would "make it so tough we would have to accept the blanket basis".

Another provision that precipitated protracted discussions, but remains in the contracts, gives ASCAP the right to cancel on 30 days notice if actions against ASCAP are instituted in any States that are viewed as inimical to its interests. Called the "threat clause", it was said by some broadcasters that this in effect would mean the industry would have to fight ASCAP's battles against hotels, theatres or other users if it desired to retain ASCAP's repertoire.

Among a number of affiliates the view was freely expressed there were "lots of things not right in the contracts", and that many affiliates would be disposed to move cautiously before sanctioning the deal.

Other provisions are designed to protect broadcasters against diminution of ASCAP's catalog so that the fees can be readjusted; safeguard against restricting rights to arrangements and provide for calculating of reasonable values on exchanges of time for studio accomodations so that royalties will be paid.

No Regional Contract

Thus far no contract form has been evolved for regional networks. John Shepard 3d, president of Yankee and Colonial networks, has broached this question to ASCAP, which has assured him a "fair deal" would be accorded.

Because the affiliated stations pay nothing direct to ASCAP on network programs, NBC and CBS will determine whether they will sign the contracts already accepted in principle after solicitation of their affiliates, many of which already have signified approval, it is reported. It is presumed that if a substantial majority go along, they will complete the transaction as speedily as possible, and take their chances on the remaining dissenters.

It was estimated that NBC and CBS each would pay for their music to both BMI and ASCAP about $250,000 more annually than they did under the former ASCAP deal alone. In 1940, prior to the ASCAP break, NBC is said to have paid about $400,000 for its music rights. Under the new contract, it would amount to about $500,000 to ASCAP and about $160,000 to BMI. CBS,

DEMONSTRATING his belief tha the offspring should be broken in the family career at an early ag Don Lewis, newscaster of WW New Orleans, initiates his six month-old daughter, Linda. Lew says it's just his way of insurin she never will suffer mike fright

it was estimated, would pay abou $400,000 to ASCAP and $140,00 to BMI.

All five contracts proffered woul run until Dec. 31, 1949. If ASCA on one year's notice prior to ex piration, does not seek increase fees, the contracts automatica would be renewable on the sam terms for another nine years. I ASCAP asks for increased fee broadcasters would have the rig to cancel or ask for arbitratio Stations would be accorded a combination of sustaining an commercial contracts they wishe but once they accepted a comme cial contract, they would be boun for the nine-year period. The would be permitted, however, shift from per program to blanke or vice versa during the entir period.

Shepard's Complaint

The day prior to the executi session, Mr. Shepard had call on ASCAP in an effort to neg tiate separate contracts for regio al networks at the local statio rate of 2¼% instead of the n tional network rate of 2¾ per ce To his arguments that the diffe ential between the network and i dividual station rates would co stitute discrimination against r gional networks and so would b direct violation of the Governme consent decree accepted by ASCA ASCAP officials replied that t point was a matter for legal i terpretation of the wording be of the contracts and of the co sent decree which would be referr to the Society's attorneys befo any action was taken.

If a lower rate were to be e tablished for regional than for n tional networks, it could conc

Why is WMBD Specified for NATIONAL SCHEDULES ...for Example

THE HEART OF ILLINOIS

By GENERAL MILLS

Early in 1941 GENERAL MILLS specified WMBD as a VITAL, INDISPENSABLE outlet for a new program, "Treasure Island", advertising CHEERI-OATS. The product was new, the program was new. GENERAL MILLS knew that WMBD's "Peoriarea" is covered effectively by *only* WMBD. WMBD was already carrying their program, "By Kathleen Norris" for Bisquick and Wheaties.

Here's Why . . .

A special, but impartial coincidental survey showed that 32.4% (the highest percentage in this survey) of the tuned-in audience was listening to a WMBD *sustaining* program—during the period which GENERAL MILLS was considering. Only 18.3% (the second highest percentage) was listening to a competing program on a 50,000 watt station, previously considered entirely adequate for covering "Peoriarea." Percentages for competing newscasts and similar popular features ranged from 9.5% down. Want to check this against YOUR National schedule? We'll gladly send details.

FREE & PETERS, Inc. Exclusive National Representatives

5000 WATTS DAY
1000 WATTS NIGHT
TEST SPOT OF THE NATION
WMBD

MEMBER CBS NETWORK

WMBD PEORIA, ILLINOIS

POWER!
LUS
ERSONALITY!
LUS
OPULATION
LUS

1000 SALT WATER WATTS
ON A CLEAR CHANNEL
That's
WHEB 750 kc
PORTSMOUTH, N. H.
Primary Coverage 1,188,034

ably involve both the broadcasters and ASCAP in a new set of complications, since both NBC and CBS operate regional networks in various parts of the country. To take a single example, certain advertisers with programs on NBC's Red network use the NBC-Blue Pacific network for repeat broadcasts by transcription, not permitted on the Red, thus avoiding the necessity of a rebroadcast of their programs. With a differential rate, would these Pacific Coast repeats entail the national network ASCAP fee of 2¾ or the regional fee of 2¼ percent?

In Good Feeling

When ASCAP approached CBS with a proposal that it also accept the terms of the NBC agreement it marked the first meeting between executives of the two organizations since Mr. Klauber walked out of ASCAP's offices in March 1939, following the presentation of the conditions of ASCAP's proposed radio licenses which, when rejected by the broadcasting industry, led to the withdrawal of ASCAP music from the networks and most stations at the end of last year.

Once negotiations were resumed, however, past bitterness was discarded on both sides and the suggestions for changes in the NBC contract proposed by CBS were discussed and settled with unusual rapidity. Attorneys for CBS and ASCAP immediately began revising the contract forms to include changes agreed upon and by last Tuesday the NAB was able to announce that the contracts were acceptable to both CBS and NBC.

J. B. Ford on 4

J. B. FORD SALES Co., Wyandotte, Mich. (Wyandotte), on Sept. 8 launched a three-week campaign of transcribed announcements four to six times weekly on WWJ and WXYZ, Detroit, and KYW and WFIL, Philadelphia. N. W. Ayer & Son, New York, handles the account.

Ex-Lax to Place

EX-LAX Inc., Brooklyn (proprietary), during the latter part of September will launch an extensive fall campaign. Plans are being worked out by the agency, Joseph Katz Co., New York.

Heavy Industry Contribution To Defense Is Shown by NAB

Stations Carry 200,000 Announcements a Month, 600,000 Program Minutes, Survey Reveals

THE average broadcast station contributed 760 program minutes and 277 announcements to the cause of national defense during July, according to an analysis made at the request of BROADCASTING by the NAB. In a letter to BROADCASTING, Neville Miller, NAB president, reviews some of the industry's defense contributions, and mentions statements of policy adopted by the industry in its effort to promote defense.

Excerpts from Mr. Miller's letter, covering radio's contribution, follow:

With permanent Government departments continuing their customary requests and national defense agencies asking more and more time on the stations of the country, it is impossible to make an entirely accurate estimate of the time which radio has been and is contributing. In an attempt to take some broad general measurements, we recently made a test survey of representative radio broadcasting stations throughout the country. An analysis of the replies to our questionnaire discloses that during the month of July, 1941, the "average" station made the following contribution to the agencies directly involved in the national defense effort:

	Number of Announcements	*Program Minutes*
Man power	116	120
Financing	114	205
Morale	47	435
Totals	277	760

Since more than 800 radio stations are actively cooperating in this effort, it may be conservatively estimated that the broadcasting stations of the country are giving some 200,000 announcements and approximately 600,000 program minutes monthly directly to the cause of national defense.

In addition, the average station presented in behalf of government agencies other than those primarily engaged in defense work, ten announcements and 90 program minutes for the month of July. For the industry this means a total of 8,000 announcements and 7,200 program minutes.

Pacific Theatres Charge Conspiracy by ASCAP

CHARGING violation of the Sherman Anti-Trust Law and conspiracy, as well as challenging rights of ASCAP to place a seat tax on theatres for performing rights to music, the Pacific Coast Conference of Independent Theatre Owners, has filed a $235,000 damage and injunction suit, plus $50,000 attorney fees, in the Los Angeles Federal Court.

Defendants are accused of using threats, intimidation and coercion to require theatre owners to operate under a song licensing agreements.

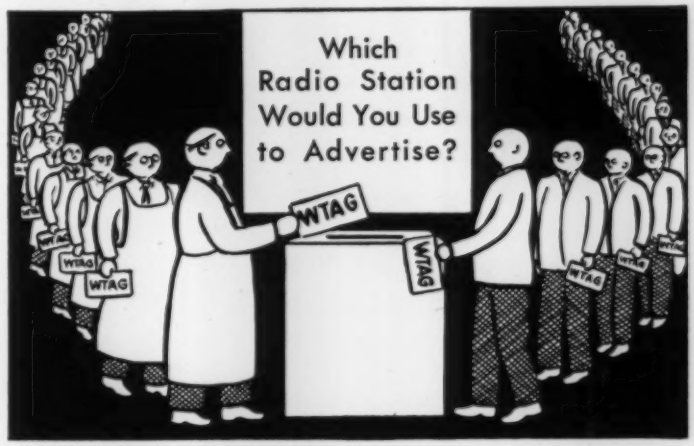
WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO. NATIONAL REPS.
CHICAGO • NEW YORK

'Time' Returns Oct. 9 With NBC-Blue Series

TIME Inc., New York, is bringing the *March of Time* back on the air for the first time in more than two years, to build circulation for *Time* magazine. Using its original format, the series will be broadcast on the NBC-Blue Network, Thursdays, 8-8:30 p.m., starting Oct. 9. Contract, running for 52 weeks, was placed through Young & Rubicam, New York. It is considered likely that the publisher will follow his previous practice of withdrawing his own sponsorship during the summer and selling the program to another sponsor for that period.

Advent of this program necessitates a general rearrangement of the Blue's Thursday evening schedule. *Service With a Smile*, sponsored by D. L. Clark Co., moves from 8-8:30 p.m. to 8:30-9 p.m.; William Hillman and Raymond Clapper will do thier news summaries for Trimount Clothes at 9-9:15 instead of the present 9:15-9:30; *America's Town Meeting of the Air* goes on from 9:15 to 10:15, a quarter-hour earlier than in former years; and the *Newsweek* broadcast, *Ahead of the Headlines*, moves from 10:30-10:45 to 10:15-10:30.

DALE EVANS, Chicago radio singer, has been signed by 20th Century Fox Studios to a term film contract.



The Retail Grocer and the Druggist Cast a Vote

WTAG
WORCESTER

The grocers and druggists, of Central New England, independent and chain, know where to trace sales results from radio advertising. Hooper-Holmes asked nine general classifications of retailers, which station they would use to advertise. Three to one, they replied WTAG.

Five hundred different industries prosper in Central New England. Current retail business is UNusual, particularly for the advertiser who values his appropriation in terms of WTAG listener preference and coverage.

NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

The Greatest Buy in HARTFORD
5000 WATTS
at a new
LOW RATE

JACK LACEY'S
Music Kitchen
10:15 to 12 noon

JACK LACEY'S
Streamlined Matinee
1:30 to 3:30 P.M.

5-10 MINUTE PERIODS WEEKLY
$90
Subject to regular frequency discounts.

NBC BASIC BLUE

WNBC

General Offices
54 Pratt St., Hartford, Conn.
NATIONAL REPRESENTATIVES
HEADLEY REED COMPANY
NEW YORK CHICAGO ATLANTA DETROIT

Stokowski Signed For NBC Concerts

To Conduct Eight Programs; Toscanini Seeks Rest

LEOPOLD STOKOWSKI, for 24 years head of the Philadelphia Orchestra, has been engaged by NBC to conduct the NBC Symphony Orchestra in eight of this season's weekly concerts, which will be broadcast on the Blue Network each Tuesday evening from 9:30 to 10:30 p.m. for 28 consecutive weeks, beginning Oct. 7. Series will also be shortwaved to the world on NBC's international stations WRCA and WNBI. In previous years the concerts were broadcast on Saturday evenings.

In announcing the engagement of Stokowski, Niles Trammell, NBC president, stated: "Arturo Toscanini having completed his contract with NBC, which covered four consecutive seasons, expressed the wish not to undertake at present any further commitments, as he feels the need for rest. However, we hope that Maestro Toscanini may decide at a later date to conduct the NBC Symphony Orchestra in a number of concerts. In addition to Stokowski, other outstanding guest conductors have been engaged to conduct the orchestra during the coming season. Their names will be announced at a later date."

Stokowski will direct the orchestra in four concerts this fall, Nov. 4, 11, 18 and 25, and will also conduct the four closing concerts of the series on March 24 and 31 and April 7 and 14. In his appearance with the NBC Symphony Stokowski will lay emphasis on American music, planning to include at least one new American work on each of his programs.

Studied Radio

With the advent of radio, Stokowski began an extensive study of the scientific aspects of broadcasting so as to be able to cooperate more intelligently with radio engineers and physicists. He has experimented and written widely on acoustical and other technical problems involved in recording, reproducing and broadcasting music. Commenting on his new undertaking, he said: "I am deeply happy at the thought of conducting the NBC Symphony Orchestra in Radio City because I cannot imagine anything more ideal than to serve a great nation like ours through the inspirational and universal language of music."

EASY TO LOOK AT is Frances Scully, Hollywood commentator, agre these executives when she signed a 22-week contract with Pacquin I (hand cream), which starts Sept. 28. Her twice weekly quarter ho called *Speaking of Glamour*, is heard on 6 NBC-Pacific Blue statio Seated at her left is Myron Elges, network account executive. Standi (l to r) are Ben Rooks, Pacific Coast manager of Pacquin Inc.; Richa Marvin, New York radio director of William Esty & Co.; Tracy Moo Pacific Coast Blue sales manager, and William Moore, western repr sentative of the agency.

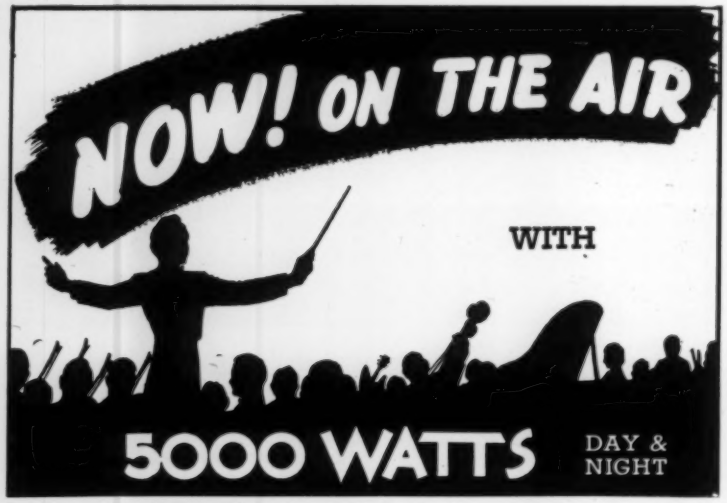
Philharmonic on CBS

FOR THE 12th consecutive ye beginning Oct. 13, CBS will ca the concerts of the New York Ph harmonic Symphony Society w celebrating its centennial seas from Carnegie Hall, Sunday 4:30 p.m. Eight of the wor most distinguished conductors, cluding Leopold Stokowski, Jo Barbarolli, Bruno Walter, An Rodzinski, Dimitri Mitropou Fritz Busch, Serge Koussevi and Eugene Goossens will heard. Deems Taylor will ag be intermission commentator the broadcasts; Warren Swee announcer and James Fassett, p ducer.

Bond Returns

BOND CLOTHING STORES, N York, (chain), on Sept. 8 afte 10-week summer hiatus resume 15-minute live programs of vari types 5-6 times weekly on 20 s tions. Company is now carryin full schedule of such programs 48 stations throughout the co try. Agency is Neff-Rogow, N York.

IRENE RICH, star of the w NBC *Dear John* serial, on Sep started her ninth consecutive under sponsorship of Welch G Juice Co.



WALA
MOBILE, ALABAMA
Now! More Coverage in the Gulf Coast's Biggest Defense Area
NBC Red Network
Representative: John H. Perry Associates

FOR THE "World's Best Coverage of the World's Biggest News"
UNITED PRESS

WAR BOOM HITS Piedmont Section of SOUTH CAROLIN
DOMINATED BY
5000 WATTS
WFBC
GREENVILL
"TEXTILE CENTER OF THE SO
OVER 150 ACTIVE ACCOUN

Speedup For Repair Priorities

(*Continued from page 12*)

Navy and Air Force items, and such goods as are to go abroad under the lease-lend and defense aid programs; and a break-down of both military production schedules and statements of civilian requirements into schedules of the raw materials, labor and machinery needed for their production.

Observers in radio and other industries have long held that a principal factor in the difficulty of manufacturers in securing materials commensurate with their importance as defense producers, direct or indirect, arose from lack of agreement among the several defense agencies concerned in the priority situation. Creation of SPAB, along with announcement of the survey, was hailed as a long forward step because it would in effect establish a single agency for overall control at the top, with the survey presumably forming the base for its future actions.

Confusion Avoided

As OPM Priorities Director, Mr. Nelson also revealed last week a simplified and speedy plan for granting priorities ratings, which are made mandatory for civilian and defense orders alike under the Vinson Act. Besides declaring all manufactures blanketed under the Vinson Act, Mr. Nelson insured the validity of interim priorities orders issued under the signature of Mr. Stettinius, former Director of Priorities.

Heretofore confusion has arisen from a hodge-podge system under which mandatory preference ratings were assigned only for Army and Navy contracts, with ratings issued for civilian contracts only upon the voluntary cooperation of persons concerned.

Preference Rating Order P-22, establishing the A-10 rating for repair and maintenance parts for radio and communication manufactures, excepting home receiving sets, replaces an Aug. 8 maintenance and repair order, which never was actually issued because of administrative difficulties in handling paper work involved. The new plan, immediately available to manufacturers, provides machinery under which priority status for repair work in 20 industrial classifications can be obtained.

Interim Step

The revised scheme permits qualified producers or suppliers to apply a preference rating of A-10 —contrasting sharply with the non-defense B ratings formerly accorded radio manufactures—to deliveries of required repair parts by endorsing a special statement on purchase orders, certifying that the material being ordered is for repair work under the terms of Order P-22. Deliveries for "emergency inventory," i.e., the minimum inventory of material required to provide for repairs to meet an actual or imminent break-down of a producer's property or equipment, also may be secured under the order.

"The order is designed primarily to protect industry against sudden break-downs and is regarded as an interim measure," the announcement stated. "The entire inventory problem is to be studied further with a view to providing broader priority assistance. It is felt, however, that the present plan will keep the essential industries covered running on their normal basis and will prevent serious interruption to defense production by giving producers a simple method for obtaining vital repair parts."

Magazine Test

POPULAR SCIENCE PUBLISHING Co., New York (*Popular Science* magazine), on Oct. 1 launches a two-month test campaign of transcribed one-minute announcements on eight stations. If test is successful the campaign will be expanded. Agency is Joseph Katz Co., New York.

WIL, St. Louis, has appointed the William G. Rambeau Co. as national representatives.

WCBD Ready to Shift To Its New Call, WAIT

FORMAL debut of the call letters WAIT, representing the old WCBD, is scheduled for Sept. 16 in Chicago, with the station now operating fulltime with 5,000 watts on 820 kc. to which it was recently assigned by the FCC. The change in call letters is being made in conformity with the FCC's requirement, though WAIT is not yet ready to occupy its now studio quarters at 360 N. Michigan Ave., according to Gene T. Dyer, president.

The staff has already been augmented, Mr. Dyer reported, with Herbert P. Sherman coming over from WIND-WJJD as commercial manager and the Walker Co. appointed as national representatives. New shows include the Evanston traffic court and Northwestern U School of Traffic; Bill Anson, in *Dancin' With Anson;* Eddie and Fanny Cavanaugh, presenting stage and screen stars from special studios in the Chicago Theatre; Dr. Joe Rudolph, WAIT program manager, conducting *Meetings of the 820 Club;* Jerry Dee, interviewing "ensigns in the making" daily from Northwestern's downtown campus; a municipal airport interview series, and AP reports by Howard Roberts.

KINY

"The Friendly Voice of the Capital"

"Hey Fellows!"

Recent survey shows the following Alaska cities reporting KINY reception best in Alaska: Juneau, Wrangell, Petersburg, Sitka, Douglas, Skagway, Haines, Hoonah, Cordova, Valdez and Seward.

Executive Offices Am. Bldg., Seattle, Wash.

1000 WATTS · 5000 WATTS UNDER CONST.

Juneau·Alaska

JOSEPH HERSHEY McGILLVRA
NATIONAL REPRESENTATIVES

WRNL

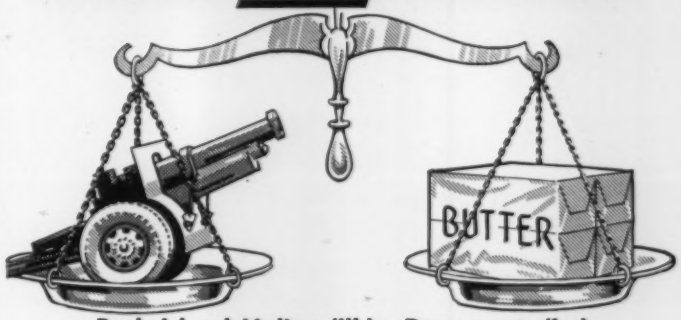
ALWAYS RINGS THE

BELL

IN RICHMOND, VIRGINIA

NBC BLUE • 1000 WATTS

"Guns *and* Butter"



Rock Island-Moline (Ill.)—Davenport, (Ia.)

The Perfectly Balanced Market

Served by Radio Station . . . . . WHBF

INDUSTRY

The Nation's Greatest Arsenal and the World's Farm Implement Capitol! No wonder business is booming in WHBF's ½ MV market. Annual per capita sales were $322 in 1939—much higher now! Annual industrial payroll is nearly a BILLION DOLLARS to nearly a MILLION WORKERS!

AGRICULTURE

52 of the richest agricultural counties in the nation are within WHBF's ½ MV area! Here, the buying power of prosperous Ill.-Ia. farmers rings cash registers with record sales. What a balance with the industrial enterprise of the TRI-CITIES—A DOUBLE MARKET!

5000 watt Coverage at 1000 watt Rates!

Now 5000 watts in power — WHBF is still available at former 1000 watt time rates. Cash in on this splendid market at remarkably low cost! Write for detailed information NOW.

GROW with WHBF and MUTUAL!

WHBF

AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS

Basic Mutual Network Outlet

FULL TIME 1270 K C

THE 5000 WATT Voice of the Tri-Cities

ROCK ISLAND • DAVENPORT • MOLINE

WISN

MILWAUKEE

5,000 WATTS DAY & NIGHT

COLUMBIA

International Radio Sales — Representatives

Covering Florida's
LARGEST Market
with the
LEAST Expense

Florida Population Centers
1940 Census

Hillsboro-Pinellas Counties___272,000
Tampa St. Petersburg
Dade County, Miami_____267,739
Duval County, Jacksonville__210,143

WTSP
The Mutual Station
serving the
Metropolitan St. Petersburg-
Tampa Sales Territory
A REGIONAL STATION
St. Petersburg TIMES Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

WLW Rebroadcast

WLW, Cincinnati, announced last Monday that at least 25 midwestern stations are expected to rebroadcast programs originated by WLW at the Army maneuvers in Louisiana, starting tentatively Sept. 15. Regular programs, to be heard nightly at 6 p.m. (EST), will be transcribed on the spot by the special maneuvers crew sent to the war games. Other broadcasts will be heard intermittently on WLW.

BIG CREW OF WSM LEAVES FOR GAMES

MEMBERS of the WSM staff which will cover the Army maneuvers in Louisiana left Nashville last Wednesday for the maneuver area.

The WSM staff was accompanied by three complete mobile units, one carrying FM transmission equipment to insure staticless reception between advanced broadcasting units and recording equipment which will be set up in less active centers.

Included in the WSM crew which will cover the largest maneuvers in the Army's history are: General Manager Harry Stone; Chief Engineer Jack DeWitt; Program Director Jack Stapp; Engineers George Reynolds, Aaron Shelton and Bill Critchlow; Announcers Jud Collins and Louie Buck; Technical Assistant Nickey Witt and Promotion Manager Albert Gibson. Six members of the crew will remain on duty constantly while the other four will alternate.

NBC TALENT DEAL NEARLY COMPLETE

FINAL details for transfer of the artist management divisions of NBC to a new corporation which will be headed by Daniel Tuthill, NBC talent management executive for many years, are now being worked out and the deal is expected to be completed within the week, according to NBC executives. It is understood M. H. Aylesworth, former NBC president who is Mr. Tuthill's attorney in the transactions, has ironed out financial difficulties.

Resignation of George Engles, formerly NBC vice-president and head of the NBC Concert Service and president of Civic Concert Service, NBC subsidiaries, raises another question mark as to how many of the artists now under contract to NBC will go along with the new corporation. Mr. Engles has made no announcement of future plans, but informed sources in the concert field are of the opinion that he will establish an independent artists bureau, which would undoubtedly offer severe competition to the Tuthill agency in securing contracts with concert artists now represented by NBC.

Official NBC attitude, however, is that most artists will go along with the Tuthill organization, which will take over most of the NBC personnel, so that artists will continue to be handled by the same individuals as before.

Mr. Engles, whose resignation was effective Sept. 5, joined NBC in 1928 having previously conducted his own artist bureau.

Colgate Changes

COLGATE - PALMOLIVE - PEET Co., Jersey City on Sept. 22 will discontinue *Ellen Randolph* on NBC-Red weekdays at 10:15-10:30 a.m. for Super Suds, but in that period will advertise Colgate dental cream with *Bachelor's Children*, currently sponsored on the Red by Cudahy Packing Co., Chicago (Old Dutch Cleansers). *The Story of Bess Johnson*, weekday serial on NBC-Red at 10-10:15 a.m., will shift from the promotion of Klek handled by Ted Bates Inc., New York to Super Suds, directed by Sherman & Marquette, Chicago. Ted Bates Inc. is agency for the dental cream.

Networks Prepare Coverage of 'War'

Special Crews Will Provide News From Southern Front

EXTENSIVE radio coverage of America's greatest Army maneuvers has been arranged by the three major networks. NBC, CBS, and MBS will send special crews to follow the progress of the "war" Sept. 15-29.

Each network will carry a series of daily programs covering the various phases of the battle. NBC has assigned David Garroway of its Chicago office to the Second Army and Bob Stanton, who has covered many other peacetime maneuvers, to the Third Army. For ten minutes each day, Beginning Sept. 15 at 4:45 p.m. (EDST) they will give their reports on the Blue network, each from his own headquarters, Stanton from Lake Charles, La., and Garroway from Winnifield, La. Sunday reports Sept. 21 and 28, will be heard during the network's regular news roundup from 7-7:30 p.m. (EDST).

NBC-Red will have two reports weekly, on Tuesday and Thursday on its regular Alka-Seltzer *News of the World*, 7:15-7:30 p.m. K. Fry, central division special events director, will be in charge of NBC coverage of the "war".

Plans for CBS

For CBS, William L. Shirer, former CBS Berlin correspondent, Maj. George Fielding Eliot, Jr., Charles Daly, Eric Sevareid and Burgess Meredith will give different viewpoints. Daly and Sevareid will do the on-the-spot reporting and five broadcasts weekly from the combat areas, Monday through Friday, 4:30-4:45 p.m. Each will be attached to a different Army.

MBS from Sept. 15-27 will have a daily program, Monday through Saturday, 6:30-6:45 p.m. On Monday, Wednesday and Friday members of the WNOE, New Orleans staff, who will do the complete coverage of the games for MBS, will give descriptions of daily progress from general manuever headquarters in Leesville, La. On the other three week-days MBS will feature recordings made by a special crew which will travel with the armies to get feature angles during the war games. Tom Slater, coordinator of sports and special events for Mutual, will be in charge of the MBS coverage.

WSOC
covers a market that handled a $225,000,000 wholesale business in 1940...
...and a market whose retail sales increased 50% between the 1935 and 1939 Census of Business
CHARLOTTE, N. C.
National Representatives
Headley-Reed Company

MORE COVERAGE per DOLLAR in the TRI-CITY MARKET
WTRY
1000W TROY, N. Y. 980KC
Basic N B C Blue
An H. C. Wilder Station
Represented by Raymer

KDYL
Showmanship THAT WINS Intermountain Audience
The POPULAR Station
Salt Lake City
National Representative
JOHN BLAIR & CO
NBC RED NETWORK

STAFF IS COMPLETE FOR ORSON WELLES

LADY ESTHER Co., Chicago (cosmetics), through Pedlar & Ryan, New York, on Sept. 15 starts a new series of weekly variety-drama programs titled *Mercury Theatre*, on 63 CBS stations, Monday, 10-10:30 p.m. (EDST). Studio audience program is to feature Orson Welles and marks his return to radio after one year of motion picture producing and acting.

Bernard Herrmann is musical conductor for the series. Welles, as actor-writer-director, will be assisted in production by Clare Olmstead, onetime Hollywood radio executive of Young & Rubicam. Bill Lawrence, Lord & Thomas producer of the NBC *Bob Hope Show*, sponsored by Pepsodent Co., and resuming Sept. 23, resigned that post to become manager of the newly-established West Coast offices of Pedlar & Ryan, located at 1680 N. Vine St., Hollywood.

In addition to executive duties, Lawrence will also act in an advisory production capacity on the show, sharing responsibilities with E. G. (Ted) Sisson, New York agency producer, temporarily on the West Coast. A. E. McElfresh, agency vice-president, and executive on the Lady Esther account, is in Hollywood for initial broadcast of the series.

EDGAR H. KOBAK, son of Edgar Kobak, NBC vice-president, has been inducted into the Army and is stationed at Fort Dix, N. J.

Lewis in Defense Post

W. B. LEWIS, CBS vice-president in charge of programs, has accepted an important radio assignment in Mayor Fiorello H. Laguardia's Office of Civilian Defense. He was to assume his new responsibilities Sept. 15. Edward Klauber, CBS executive vice-president, announced that CBS had gladly extended Lewis an indefinite leave. While he is away, Douglas Coulter, assistant director of broadcasts, will be acting head of the program division.

AFRA Plans Contract

AMERICAN FEDERATION of Radio Artists plans to establish a standard contract form for individual employment on network commercial programs, the union announced. Stating that such a form is not included in the Code of Fair Practice and that agents have occasionally inserted in contracts "provisions which are inimical to the best interests of AFRA members," the announcement said that to avoid such abuses the standard contract is to be introduced.

Insurer in Connecticut

FEDERAL LIFE & CASUALTY Co., Newark (insurance), on Sept. 15 is starting a 13-week campaign of announcements and news periods on the following Connecticut stations: WDRC WICC WSRR WELI WATR WNLC WNBC. Huber Hoge & Sons, New York, handles the account.

Equipment Needs

(*Continued from page 12*)

Apparatus & Electronic Tube Section of the National Electrical Manufacturers Assn., drawn in New York the day before, and presented to the conference by S. Norris, of Amperex, NEMA subcommittee chairman, and Frank Martin, of the NEMA staff. The report, termed "anything but cheerful news", stated.

It is our considered opinion that manufacturers are approaching the point where they can no longer give assurance that they can supply to the broadcasting industry replacement tubes that may be needed to maintain service. As of today, the situation on certain types must soon be unavailable except on the highest priority ratings, because of the present and immediate future demand for manufacturing facilities, skilled labor and materials.

Discussion with various Government departments regarding 1942 tube requirements would indicate the possibility that national defense needs for transmitting tubes will exceed the productive capacity of the industry. [One informal estimate was that Government demands for power tubes aggregated $66,000,000, while the industry had a productive capacity of only about $10,000,000 worth].

Some time ago it seemed that a priority rating in the nature of A-10 would be sufficient to render the broadcasters adequate service. The present quantity of transmitting tubes being produced or contemplated to which high priority ratings have been or will be assigned indicates that an A-10 rating on these products would not be adequate. Everything that has been said with regard to transmitting tubes applies with equal force to transmitting apparatus and replacement parts.

The situation has now come to a point where it is very evident that a high priority rating would be, in our opinion, the best solution to the problem, since this would permit the manufacturers to ship broadcaster requirements in conjunction with defense schedules.

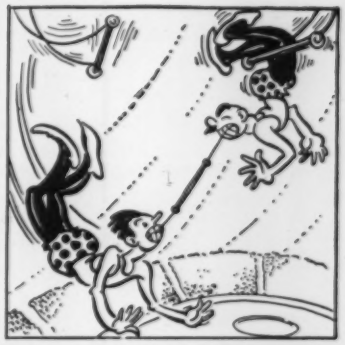
Stringer Sparks Session

At conclusion of the meeting, at which Arthur Stringer, of the NAB Washington headquarters staff, acted as secretary, it was indicated that conversations will be continued with Government agencies to secure a better preference rating for essential radio manufactures.

The NAB last Friday also announced a change in its recommended procedure for commercial broadcast stations seeking preference in securing necessary equipment [BROADCASTING, Sept. 8]. The procedure, set forth in Order P-22, is to be followed to procure tubes, parts and apparatus necessary to a station's continued operation, i.e., for repairs and emergency inventory, the NAB explained.

Wesson Placing

WESSON OIL & SNOWDRIFT Sales Co., New Orleans, on Sept. 8 started participations on *Women of Tomorrow* on WJZ, New York, and on *Marjorie Mills* on the Yankee Network. Company has been using announcements and participations on WLS, Chicago, and KYW, Philadelphia, and has been sponsoring *Hawthorne House* on the Coast. Agency is Kenyon & Eckhardt, New York.



"Carramba! You do not hef to describe eendividually effery wan of zose 818,340 peeples in ze half millivolt of WFDF Fleent Meechigan!"

IN BALTIMORE
Penny for Penny
COVERAGE
Better Than Any!
Complete . . . consistent . . . PROFITABLE coverage! The most listeners for your advertising dollar! Proof is plentiful . . . write for it!
WCBM
Baltimore's Mutual Affiliate
Beginning Oct. 1—NBC BLUE

Look what WIBW did on the Kerr Mason Jar account. We pulled more inquiries at a lower cost than any other station in the entire country.
WIBW The Voice of Kansas in TOPEKA

Oh! IT'S MAIL YOU WANT
WE GET IT
(1-announcement brought 583-mail replies.)
Primary and Secondary Population 2,950,849
(Ground Radials in Salt Water)
the new
WHEB
PORTSMOUTH, N. H.
A Clear Channel Station
750 Kilocycles — 1000 Watts
BERT GEORGES—Managing Director

LEHIGH
VERTICAL
RADIATORS

GIVE
OUTSTANDING
PERFORMANCE

LEHIGH STRUCTURAL STEEL CO.

FCC Sets Hearing On New York FM

Applications for Last Three Channels to Be Considered

DISPOSAL of the three remaining Class B channels for FM stations in New York will be considered by the FCC, which Sept. 9 set for consolidated hearing eight applications for the coveted frequencies to determine which, if any, should be given construction permits. The frequencies involved are 47.9, 48.3 and 48.7 mc., the other 8 of the 11 Class B frequencies allotted to the New York area having already been issued.

The applicants for FM stations concerned with the hearing are the News Syndicate Co., publisher of the *New York Daily News;* FM Radio Broadcasting Co.; Knickerbocker Broadcasting Co. (WMCA); WBNX Broadcasting Co. (WBNX); Debs Memorial Radio Fund Inc. (WEVD); Greater New York Broadcasting Co. (WEVD); Wodaam Corp. (WNEW); Mercer Broadcasting Co. (WAAT).

Only 17 Available

As only 35 channels are set aside for FM broadcasting—six Class A, 22 Class B and seven Class C—and as it is not feasible for stations in the same locality to operate on adjacent frequencies therefor necessitating the allotting of every other frequency, the number of channels for New York is limited to 17—three Class A, 11 Class B and three Class C. Even this allotment of channels proved insufficient and the Commission last June 17 [BROADCASTING, June 23] sought to clarify a pending congestion of applications by setting up a distinct service area in North Jersey.

The eight Class B channels thus far authorized are 45.1 mc. to W51NY, National Broadcasting Co. (WEAF-WJZ); 45.5 mc. to W55NY, William G. H. Finch; 45.9 mc. to W59NY, Interstate Broadcasting Co. (WQXR); 46.3 mc. to W63NY, Marcus Loew Booking Agency (WHN); 46.7 mc. to W67NY, Columbia Broadcasting System (WABC); 47.1 mc. to W71NY, Bamberger Broadcasting Service (WOR); 47.5 to W75NY, Metropolitan Television Inc.; 44.7 mc. to W47NY, Muzak Corp. All are to cover an area of approximately 8,500 square miles.

In addition a Class C frequency —43.1 mc.—have been assigned to W31NY, Edwin H. Armstrong, and W35NY, City of New York Municipal Broadcasting Co. (WNYC), holds a construction permit for a new non-commercial FM station on the 43.5 mc. channel.

SPECIAL PROMOTION for W59C, FM adjunct to WGN, Chicago w presented by the advertising department of the affiliated *Chicago Tribu* on Sept. 5 to more than 500 radio manufacturers, distributors, and deale in the Chicago area. The demonstration was held in the Chicago Towe and music and talk were transmitted from WGN studio next do alternately on FM and AM, with static producing machines introduc to show the staticless quality of FM. Posters in the background sh a future fullpage *Tribune* ad, a cartoon of "Big Sister WGN introduci Little Sister W59C", and an outline of future *Tribune* promotion.

RCA MFG. Co., Camden, N. J., has prepared a series of 18 transcribed spot announcements plugging the 1942 RCA Victrola phonograph-radio instruments, for local dealer use in connection with the cooperative advertising campaign designed to augment a heavy advertising schedule in a number of national magazines.

Video Promotion

AS PART of a program to acqua Chicagoans with television as medium and box office attraction, Ba ban & Katz Corp., Chicago thea chain and operator of television a tion W9XBK, started daily te vision demonstrations Sept. 8 on t mezzanine of the B&K Chicago Th ater. Six telegenic hostesses will int persons to be televised, and six t ceivers have been installed in in vidual booths. The promotion is u der the direction of William C. Ed B&K Television Director.

MURRAY ARNOLD, program di rector of WIP, Philadelphia, is t author of a book of sophistica poems, called *Gone With the Sin* which will be released Oct. 15 by Ir rance & Co., Philadelphia.

ARIZONA'S FIRST STATION
KOY
First on the dial
First with listeners
First in results for advertisers
CBS
PHOENIX
550 KC
Mail response means sales response—and KOY pulled over 90,000 letters in 1940!
JOHN BLAIR & COMPANY
AFFILIATE STATION WLS CHICAGO

REL
FM's PIONEER MANUFACTURER
NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.
Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.
RADIO ENGINEERING LABS., INC
Long Island City, N.Y.

Farm Event Pickups

OUTSTANDING agricultural shows during the fall will be reported by NBC-Blue during the *National Farm & Home Hour*, heard Monday through Saturday, 12:30-1:15 p.m. Beginning with the Southeastern World's Fair in Atlanta, Sept. 29 and ending with a farm broadcast from the U of Florida on Dec. 17, NBC will take its microphones to all sections of the nation.

Cleveland Football

TEXACO Dealers of Northern Ohio will sponsor 11 games of the Cleveland Rams pro football team on WGAR, Cleveland. Cleveland Railway Co. will sponsor eight games of local colleges. Bob Kelley, WGAR sports editor, is handling play-by-play. Besides the games, Texaco will sponsor Kelley in a nightly five-minute sports review. Fleetwing gasoline is sponsoring two shows weekly featuring local grid coaches.

CLASSIFIED *Advertisements*

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcer — Independent Texas station. State experience, specialties, availability, salary desired. Send picture. Box 914, BROADCASTING.

Operator — First class radio telephone license, announcing experience. State full particulars first letter. KTNM, Tucumcari, New Mexico.

Wanted — Experienced announcer-copywriter, capable of some ad lib work. Write, wire or phone KGNF, North Platte, Nebr.

Announcer—Who can write copy. Draft exempt, state age, experience, salary expected, when available and attach photograph. Audition record helpful. WAKR, Akron, Ohio.

Continuity Writer-Announcer Wanted — Regional CBS outlet station, North Central state. Excellent opportunity. When answering give full experience, draft status, salary expected, etc. Box 916, BROADCASTING.

Two Announcers—Wanted by regional station middle Atlantic state. One junior one capable of handling sports and special events. Send full particulars to Box 918, BROADCASTING.

News Processor-Announcer Wanted—Full time regional CBS outlet station, North Central state. Excellent opportunity. When answering give full experience, draft status, salary expected, etc. Box 917, BROADCASTING.

Arkansas Station Needs Good Seasoned Announcer—Must handle controls. Write copy. At least three years announcing experience required. $25.00 per week and 15% commission on sales. Prefer southern or mid-south man. Box 903, BROADCASTING.

Situations Wanted

Attention Station Managers—Experienced news, sports, and special events man, presently employed large Chicago regional network station, desires change of locality. Married, family. College degree. Personal application if desired. Box 911, BROADCASTING.

Broadcast Engineer—Available for responsible position with progressive station anywhere. Box 907, BROADCASTING.

Experienced, Versatile Newscaster — Successful sponsorship record. Desires advancement. Degree. Deferred. $30. Box 906, BROADCASTING.

Sports—Special events announcer. 5 years experience. Player knowledge all sports. Basketball specialty. Wide ad-lib experience. Box 912, BROADCASTING.

TEN YEARS—Announcing, program planning, production, continuity, and sales department. Additional experience: sales promotion, agency copy writing. Thirty-one years old. Box 905, BROADCASTING.

Situations Wanted (Continued)

Commercial Manager—Nine years radio experience. Excellent copywriter, announcer, producer and ace salesman. East preferred. Now employed. Best references. Box 913, BROADCASTING.

Radio Executive Available — Dependable, experienced, married man. Tops on sports, news, programs, sales. Now Manager Network Station but wants change. South preferred. Box 901, BROADCASTING.

Announcer—All around. Commercial, news, special events, comedy emcee, some sports. Production, writing ability. Experienced affiliated, independent stations. Employed. Knowledge sales, merchandising. Photo, recording, references. Box 908, BROADCASTING.

Young Woman—Traffic manager (23) two years experience in local and network management. Can double in talent and general radio work. Now employed. Pleasing appearance and personality. Excellent background and education. Seeks change, preferably West. Box 910, BROADCASTING.

Station Executive Available—Young, experienced, married, draft exempt, newspaper experience. Present general manager of local metropolitan station. Billings doubled; publicity galore; citations for public service and programs. Seek change to larger outlet in New York Metropolitan area. Box 909, BROADCASTING.

Program Manager—With twelve years radio experience now available. Has network, regional and local station background. Announced major league baseball and football, pro and college, produced network shows, excellent organist, has conducted major city symphony orchestra of 75. Married. Box 902, BROADCASTING.

A Thoroughly Experienced Broadcasting Man—13 years in the industry, formerly executive of major network, has had entire station management large radio station, complete contacts with all national advertisers and advertising agencies. Sales and production records outstanding. Available immediately and at reasonable terms. Box 915, BROADCASTING.

Wanted to Buy

Used Broadcast And Supplementary Equipment—Bought, sold, exchanged. What do do you need, and/or want to sell? HOLLISTER CRYSTAL COMPANY, Hotel Lassen, Wichita, Kansas.

For Sale

Western Electric — 250-watt transmitter, excellent condition. Less than year old. Station WGNY, Newburgh, New York.

Presto Recording Equipment — Excellent condition. Bargain. For inspection or information—write or call M. D. Lockwood, 4 Cogswell Ave., Cambridge, Mass.

Eastern Station Manager
Now Employed

I can make your station more profitable! If you have been losing money, or if your profits are negligible, I believe I can substantially increase your net.

My record as a business-getter over the past six years bears this out . . . and more.

Married, draft exempt, present earning $5,000. Interested now in joining a station that will offer increased earnings in return for capabilities that can be measured by increased profits.

Address Box 904, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Main Office: 7134 Main St. Kansas City, Mo.
Crossroads of the World Hollywood, Cal.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • DI. 7417

Advertise in BROADCASTING for Results!

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

SEPTEMBER 6 TO SEPTEMBER 12 INCLUSIVE

Decisions . . .

SEPTEMBER 9

NEW, Independent Broadcasting Co., Springfield, Mo.—Granted CP new station 1400 kc 250 w unl.

NEW, Pacific Coast Broadcasting Co., Pasadena, Cal.—Granted CP new station 1110 kc 10 kw unl. directional N & D, subject to any future action on multiple ownership.

WAKR, Akron, O.—Granted special service authorization 5 kw D for remainder of license period.

KENO, Las Vegas, Nev.—Granted consent to assignment of construction permit to Nevada Broadcasting Co.

KBIZ, Ottumwa, Ia.—Granted modification license to 250 w unl.

KQW, San Jose, Cal.—Granted CP 50 kw N & D, install new transmitter, independent financing plan to be submitted to FCC within six months as condition of grant, also subject to future action on multiple ownership.

WEAN, Providence—Granted increase 5 kw N, directional changes.

DESIGNATED FOR HEARING—**KSFO, San Francisco,** CP change 740 kc increase 50 kw; **News Syndicate Co. Inc., FM Radio Broadcasting Co. Inc., Knickerbocker Broadcasting Co., WBNX Broadcasting Co., Debs Memorial Radio Fund Inc., Greater New York Broadcasting Co., Wodaam Corp., Mercer Broadcasting Co.,** all applications to be considered for the three remaining Class B channels in the New York service area; **NEW, The Sun Company of San Bernardino, Cal.,** application new FM station placed in pending file under Order 79; **Frequency Broadcasting Corp., Brooklyn,** set aside previous Commission actions.

SEPTEMBER 10

MISCELLEANOUS — **KPAC, Port Arthur, Tex.,** denied reconsideration and grant increase 1 kw unl.; **WBT, Charlotte; KFAB, Lincoln, Neb.; WBBM, Chicago; WJAG, Norfolk, Neb.,** postponed joint hearing scheduled tentatively for Oct. 7 until such time as Commission may consider applications.

SEPTEMBER 11

MISCELLANEOS — **WPAY, Portsmouth, O.**—Granted 30 day extension for filing proposed findings of fact and conclusion re renewal and transfer control; **WICA, Ashtabula, O., WWSW, Pittsburgh,** granted extension hearing to 10-28-41; **KPAC, Port Arthur, Tex.,** motion to postpone hearing date indefinitely; **KGLU, Safford, Ariz.,** granted continuance to 10-16-41; **KGBX, Springfield, Mo.,** granted petition intervene hearing KVOA, KGGM, KVSF; **KGO, San Francisco, KOA, Denver, WMAL, Washington,** granted continuance hearings to 10-18-41.

Applications . . .

SEPTEMBER 6

NEW, The Torrington Broadcasting Co. Inc., Torrington, Conn.—CP new station 1490 kc 250 w unl.

WMSD, Muscle Shoals City, Ala.—Transfer control from Estelle P. Chapman to Jack Wiggs Hart, Joseph Carl Russell and Frank Mitchell Farris Jr. through sale 999 shares stock.

KOIN, Portland, Ore.—CP equipment changes, change 660 kc, increase 25 kw.

SEPTEMBER 10

WINN, Louisville, Ky.—Modification license increase 250 w unl.

WIRE, Indianapolis—CP change 1190 kc increase 50 kw, install new transmitter, facilities of WOWO.

SEPTEMBER 12

NEW, Washtenaw Broadcasting Co., Inc., Ann Arbor, Mich.—CP new station 1050 kc 1 kw unl.

WOC, Davenport, Ia.—Modification CP increase 5 kw, change transmitter.

NEW, William L. Klein, Oak Park, Ill.—CP new station 1490 kc 250 w unl.

KWBW, Hutchinson, Kan.—CP increase 250 w.

KVRS, Rock Spring, Wyo.—Authority transfer control to Marjorie Lannen McCracken, 9996 shares common stock.

KDYL, Salt Lake City, Utah—CP change 880 kc increase 10 kw change equipment.

KOVO, Provo, Utah—Voluntary assignment license to KOVO Broadcasting Co. amended re corporate structure.

Tentative Calendar . . .

NEW, Herald Publishing Co., Klamath Falls, Ore., CP new station 1400 kc 250 w unl; **NEW, Dorman Schaeffer, Klamath Falls,** same (consolidated hearing, Sept. 17).

KGLU, Safford, Ariz., license renewal; **WARM, Scranton, Pa.,** license cover CP new station; **NEW, Anthracite Broadcasting Co. Inc., Scranton,** CP new station 1400 kc 250 w unl.; **NEW, George Grant Brooks Jr., Scranton,** same (last three consolidated hearing, Sept. 16).

Investigation to determine rules and policy re newspaper ownership in FM and standard broadcast stations (Sept. 17).

KGO, San Francisco, license renewal; **KOA, Denver,** license renewal; **WMAL, Washington,** license renewal (Sept. 19).

Knowles Spots

E. L. KNOWLES Inc., Springfield, Mass. (Rubine), recently renewed its schedule of one-minute transcribed and live spot announcements, five times weekly on WGY, Schenectady, and added WBZ, Boston, and KDKA, Pittsburgh, to carry the same announcements. Contracts are for 13 weeks, Agency is Charles W. Hoyt Inc., New York.

'We' Signs Dowling

EDDIE DOWLING, actor-producer who won a Pulitzer Prize and three successive annual New York Drama Critics Circle awards, has been signed by General Foods Corp. as regular master of ceremonies succeeding Burgess Meredith, for *We, The People* on CBS, Tuesday 9-9:30, starting Sept. 16. Young & Rubicam, New York, handles the account.

Sterns Tips

L. & H. STERN Inc., Brooklyn (pipes), on Sept. 12 started sponsorship of *Touchdown Tips*, a five-minute transcription with Sam Hays, sports commentator, Fridays, on WENR, Chicago and WBZ-WBZA, Boston-Springfield. Al Paul Lefton Co., New York, handles the account.

OIL FIRMS DEFEND THEIR ADVERTISING

PRESUMBALY because of extraordinary activity of staffs in connection with the oil shortage scare along the Eastern seaboard, many of the large oil companies have been unable to fulfill the request of Assistant Attorney General Thurman Arnold for data on their advertising practices.

It was learned by BROADCASTING last Thursday that only 5 of 23 companies have filed complete reports, in compliance with Mr. Arnold's request for comprehensive data covering cost, mediums, advertising copy and radio scripts used by individual companies for the 18 months ending July 1 [BROADCASTING, July 28].

Recognizing the emergency nature of the gas shortage and the resulting burden on oil companies' research, merchandising and advertising personnel, the Justice Department at the moment is disposed to allow the respondent companies, many of whom are big users of radio, as much additional time as may be needed for filing the advertising reports.

Candy Test

PAUL F. BEICH CANDY Co., Bloomington, Ill. (Whiz candy bar), is testing a total of 29 one-minute transcribed spot announcements a week in Chicago on WGN, WENR and WIND. Other markets will be added if the test is successful. Arthur Meyerhoff & Co. Chicago is agency.

446-FOOT TOWER of KWT Springfield, Mo., narrowly escap damage when an airplane crash to the ground 75 feet from the ba Pilot Stanley Hampton, smili amid the wreckage, was giving student acrobatic instruction wh a wing pulled off the plane. Ham ton and the student parachuted safety, as the plane spun in, bar ly missing the KWTO radiator.

ASCAP Approval

(*Continued from page 7*)

the agreement of affiliated stati to bear their proportion of the c of the license.

Mr. Gillin's statement follows full text:

Since 1932 the broadcasting i dustry, which includes the natio networks, has gone on record r peatedly at annual conventions manding a license contract cover copyrighted music whereby the s tion would pay only when mu was used. It has uniformly nounced a blanket license with p ment of a percentage of inco whether or not ASCAP music used.

At the 1939 special convention Chicago, where the organization BMI was authorized, the indust unanimously and without a disse ing vote demanded that payme be made only when ASCAP m was used, and both NBC and C were in the forefront advocati such demand. The making o blanket contract with ASCAP the networks with payment o percent of income instead of a cense either on a per-piece or a p program basis is a repetition of networks' action in 1935, an tantamount to sabotaging BMI again acting contrary to the i interests of the broadcasting dustry.

It confirms my original be that the network advocacy of organization of BMI was solely the purpose of reducing the d amount of the demands then b made by ASCAP and not for purpose of creating a perma protection for the broadcasting dustry against the exorbitant mands of a monopoly. The pr action shows that the networks sider BMI merely as a stop-g The ultimate result as admitte the proponents of the endorse of the submitted ASCAP co will be gradual diminishing purposes, objects and benef the organization of BMI.

COMPLETE TESTING FACILITIES
PERFORMANCE CHARACTERISTICS OF LAPP RADIO INSULATORS ARE DEPENDABLE FACTORS
Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly pioneering in nature, it has been necessary to maintain complete testing facilities. Equipment includes that for 60-cycle electrical, mechanical and ceramic quality testing, as well as that for determining characteristics of units at radio frequency—heat run, radio frequency flashover, corona determination and capacitance. A 1,500,000 lb. hydraulic press is used—for strength test of new designs, and for proof-test of every insulator before shipment. Lapp Insulator Co., Inc., LeRoy, N. Y.
Specify LAPP FOR SECURITY IN ANTENNA STRUCTURE INSULATORS

Network Accounts

All time EDST unless otherwise indicated.

New Business

SMITH BROS., Poughkeepsie, N. Y. (cough drops), on Nov. 3 starts for 17 weeks *Knox Manning & the News*, on 6 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KFPY), Mon., Wed., Sat., 8:55-9 p.m. (PST). Agency: J. D. Tarcher & Co., N. Y.

SPERRY FLOUR Co., San Francisco (flour), on Sept. 29 starts serial on 8 CBS Western stations, Mon., thru Fri., 8:30-45 a.m. (PST). Agency: Knox Reeves, Minneapolis.

ALBERS MILLING Co., Seattle (Albers Flapjack Flour) on Oct. 2 starts *Whodunit* on 7 CBS Pacific Coast stations, Thurs. 7:30-8 p.m. (PST). Agency: Lord & Thomas, San Francisco.

NESTLES MILK PRODUCTS, New York (Alpine Coffee) on Sept. 13 started *William Winter*, news analyst, on 6 CBS-Pacific stations, Sat. 7:45-8 a.m. (PST) and *Bob Garred*, newscaster, Tues., 5:45-55 p.m. (PST). Agency: Leon Livingston, San Francisco.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Avalon cigarettes), on Sept. 2 started for 52 weeks *News With Stearns*, on 32 Don Lee stations, Tues., Thurs., Sat., 6-6:15 p.m. (PST). Agency: Russel M. Seeds Co., Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shaving cream), on Oct. 4 replaces *City Desk* with *Hobby Lobby* on 68 CBS stations, Sat. 8:30-8:55 p.m. (EST), Agency: Ted Bates Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Toronto (toothpaste), on Sept. 6 started *Guy Lombardo* on 33 Canadian Broadcasting Corp. stations, Sat. 8-8:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cashmere Bouquet soap), on Oct. 2 starts *Musical Beauty Box* on 33 Canadian Broadcasting Corp. stations, Thurs, 8-8:30 p.m. Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Cue and Palmolive shave cream), on Oct. 4 starts *Share the Wealth* on 33 Canadian Broadcasting Corp. stations, Sat. 8:30-9 p.m. Agency: Lord & Thomas of Canada, Toronto.

VICK CHEMICAL Co., New York, on Oct. 5 starts *We're Five in the Family* on 69 NBC-Red stations, Sun. 5:30-6 p.m. (EST). Agency: Morse International, N. Y.

CANADA DRY GINGER ALE, New York (beverages), on Oct. 3 starts *Michael & Kitty* on an unnamed number of NBC-Blue stations, Fri., 9:30-9:55 p.m. (EST). Agency: J. M. Mathes Inc., N. Y.

KFRU COLUMBIA

Bombshell of Missouri!

Winner of the "George Foster Peabody Award" for Distinguished and Meritorious Public Service Programs in the local channel group during 1940.

1400 KC. ★ 250 Watts

IBEW, CBS DICKER ON WAGE INCREASE

NEGOTIATIONS between Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers and CBS on wage increases for engineers, held intermittently for the last two weeks in Chicago, were reported deadlocked by union officials last Friday while CBS, on the other hand, stated that negotiations were still going on.

Principals in the conferences were Russ Rennaker, national business manager and Frank E. Sosebee, New York representative of ABTU, and CBS Vice-Presidents H. Leslie Atlass, Chicago, and Mefford R. Runyon, New York, who returned to New York after the Thursday afternoon conference.

Negotiations, which cover 240 CBS engineers, including those employed in managed and owned stations, center around not only wage increases but reduction of hours and traveling expenses—three contract clauses open annually for discussion to be settled by an Oct. 1 deadline, according to a five-year CBS-ABTU contract signed in 1937.

During the conferences, a CBS counter proposal to classify the M&O stations into groups for engineer wage scale was rejected by the technicians.

Renewal Accounts

GENERAL FOODS Corp., New York (Sanka Coffee), on Sept. 16 renews *We, the People*, on 83 CBS stations, Tues. 9-9:30 p.m. with a rebroadcast at 12 midnight. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston Salem, N. C. (Prince Albert tobacco), on Oct. 11 renews for 52 weeks *The Grand Ole Opry*, on 44 NBC-Red stations, Sat., 10:30-11 p.m. Agency: William Esty & Co., N. Y.

SEASIDE OIL Co., Santa Barbara, on Oct. 5 renews for 13 weeks *Seaside Spelling Beeliner* on 6 CBS Western stations (KNX KARM KSFO KROY KOY KTUC), Sunday, 4:30-4:55 p.m. (PST). Agency: McCarty Co., Los Angeles.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanuts, peanut oil), on Sept. 25 renews for 52 weeks *What's on Your Mind?* on 10 CBS West Coast stations, Mon., 8-8:30 p.m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

INTERSTATE BAKERIES Corp., Los Angeles (bread), on Sept. 1 renewed for 52 weeks *The Lone Ranger* on 8 Don Lee stations, Mon., Wed., Fri., 7:30-8 p.m. (PST). Agency: Scholts Adv. Service, Los Angeles.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), on Oct. 4 renews *National Barn Dance* for 52 weeks on 81 NBC-Red stations, Sat., 9-10 p.m. Agency: Wade Adv. Agency, Chicago.

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day vitamins), on Oct. 1 renews *Quiz Kids* on 51 NBC-Blue stations, Wed., 8-8:30 p.m., repeat to West Coast via transcription, 11-11:30 p.m. Agency: Wade Adv. Agency, Chicago.

Spearmint in East

WM. WRIGLEY Jr. Co. Chicago, has added eastern stations to the list carrying one-minute transcribed spot announcements for Spearmint gum. Announcements totals several hundred in each city and have been placed in Buffalo on WGR, WKBW, WBEN, WBNY; in Philadelphia on WDAS, WFIL, WHAT, WIP, WPEN, WTEL, WIBG; in Baltimore on WCAO, WCBM, WFBR, WITH and in Washington on WINX, WMAL, WOL, WWDC. Contracts are for 52 weeks, placed by Vanderbie & Rubens, Chicago.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., on Oct. 3 shifts *Penthouse Party* on 96 CBS stations Fri. 10-10:30 p.m. to NBC-Blue Fri. 9:30-10 p.m. Agency. William Esty & Co., N. Y.

GENERAL FOODS Corp., New York, on Sept. 29 shifts rebroadcast time of *Joyce Jordan, Girl Interne* on 72 CBS stations, Mon. thru Fri. from 6:30-6:45 p.m. to 6-6:15 p.m. Agency: Young & Rubicam, N. Y.

JOHN H. WOODBURY Co., Cincinnati (soap), on Sept. 28 adds 26 stations to the *Parker Family*, on NBC-Blue, Sun. 9.15-9:30 p.m., bringing the total to 99. Agency: Lennen & Mitchell, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (shaving cream), on Oct. 4 shifts Bill Stern's *Sports Newsreel of the Air* from NBC-Blue, Sun., 9:45-10 p.m. to NBC-Red, Sat., 10-10:15 p.m., and increases number of stations from 51 to 67. Agency: Sherman & Marquette, Chicago.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 22 substitutes *Helpmate for Bachelor's Children* on 35 NBC-Red stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Blackett-Sample-Hummert, Chicago.

ANDREW JERGENS Co., Cincinnati (lotion), on Sept. 28 adds 26 stations to *Walter Winchell*, on NBC-Blue, Sun., 9-9:15 p.m. bringing the total to 96. Agency: Lennen & Mitchell, N. Y.

KRAFT CHEESE Co., Chicago (Parkay margarine), during September is adding 10 NBC-Blue stations to carry via transcription *The Great Gildersleeve*, on NBC-Red Sunday, 6:30-7 p.m. Agency: Needham, Louis & Brorby, Chicago.

RICHARD HUDNUT, New York (cosmetics), on Sept. 15 switches *Hollywood Showcase* on 7 CBS Pacific Coast stations from Tues., 8:30-9 p.m. (PST), to Mon., 9:30-10 p.m. (PST). Agency: Benton & Bowles, N. Y.

LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), on Sept. 19 shifts *Hollywood Premiere* on 70 CBS stations, from Fri., 9:30-10 p.m. to 10-10:30 p.m. Agency: William Esty & Co., N. Y.

P. BALLANTINE & SONS, Newark (beer), has added four stations (WHKC WTAG WCSH WTIC) for recorded playbacks of *Three Ring Time* on 75 MBS stations, Friday, 9:30-10 p.m. Agency: J. Walter Thompson Co., N. Y.

1340 WINX Washington's Own Station

WIN WASHINGTON WITH WINX

WINX BUILDING • WASHINGTON, D. C.

GET ON THE TRAIL OF SALES IN MONTANA WITH

KGVO

MISSOULA • MONTANA

INS

Don Martin, KOA, Denver, writes: "Happy to inform you that this week we have added three more commercial newscasts to our schedule, using INS reports exclusively."

INTERNATIONAL NEWS SERVICE

RADIO ADVERTISERS

Cannot Afford to Overlook the Possibilities Offered by the Canadian Maritime Provinces and by Nova Scotia in Particular. This area is served by—

CHNS

HALIFAX, N. S.

THE KEY STATION OF THE MARITIMES

Representatives

WEED & COMPANY

Dominant IN THE 7th RETAIL MARKET

KSTP

MINNEAPOLIS • SAINT PAUL

NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO

133,500 WATTS

NBC BASIC RED NETWORK

50,000 Watts

Donovan Denies Government Will Direct Shortwave Outlets

Coordinator Will Request International Operators To Increase Scope of Broadcast Service

ATTEMPTING to set at rest verbal and published rumors that his organization immediately will take over operation of shortwave transmitters to counteract Axis radio propaganda, Col. William J. Donovan, coordinator of information, told heads of companies operating shortwave stations, at a meeting in Washington last Wednesday, that he has no desire to go into the radio business and is, in fact, very anxious to stay out of it.

Col. Donovan's statement followed the same lines as an interview given BROADCASTING shortly after he took office in late July [BROADCASTING Aug. 4]. At that time it was stated that no sweeping change in the existing overall operation of international stations by existing licensees was contemplated.

Wednesday's meeting was called to discuss the results of a survey made by the Donovan office with a view toward increasing American shortwave coverage to Europe, Asia, and especially Latin America. An overall proposal which encompassed increase in power, additional beams to selected countries, a system for interchange of programs among the various transmitters and the elimination of duplicate service was presented to the shortwave operators.

Increased Cost

Officials of the Donovan office admitted that this involved a "tremendous increase" in costs to the companies operating shortwave transmitters. However, these officials said, the general outlines of the plan were received favorably by the broadcasters, but judgment on details of operation was reserved.

It was pointed out at the meeting that broadcasters have already expanded their shortwave service because of the requirements of the national emergency, along lines suggested by the Government, and that the burden of additional expense caused by the Donovan proposal, might prove too great. It was reportedly inferred at the meeting that if this proved to be the case some form of Government subsidy might be provided, but there would be closer supervision by the Government approaching an operations aspect.

Another point apparently causing concern among some of the operators is what might happen if their efforts fall short of Government expectations, providing they are able to meet the increased financial burden out of their own funds.

On the other hand, the Donovan office feels, it was stated by officials, that the privately operated American shortwave stations can effectively compete with Axis propaganda purveyed by Government operated stations. "Our problem," one official said "is to devise ways and means of meeting this propaganda from Axis operated stations within the framework of our own democracy which protects private enterprise. We feel this can be done and the Donovan organization is merely acting in the role of transmitting the needs and requests of our various Government agencies to the shortwave operators. In the past, some Government agencies have made conflicting requests to the broadcasters and one of our jobs is to prevent this."

Those attending the meeting, besides Col. Donovan, were Stanley Richardson, industry coordinator on shortwave broadcasting; Niles Trammell, president of NBC; John Elwood, NBC shortwave director; C. B. Jolliffe, former FCC chief engineer and chief engineer of RCA frequency bureau; William S. Paley, president of CBS; Edmund Chester, CBS shortwave director; James D. Shouse, vice-president in charge of broadcasting, Crosley Corp.; Wilfred Guenther, manager of the Crosley shortwave station, WLWO; Walter Evans, vice-president in charge of broadcasting, Westinghouse; F. P. Nelson, manager of Westinghouse shortwave stations, and Robert S. Pear, General Electric.

La Palina Football

CONGRESS CIGAR Co., Newark (La Palina cigars), has signed to sponsor eight football games on WBBM, Chicago. Advance schedule which starts Oct. 4 includes six home games of Northwestern U, with two dates as yet unscheduled. John Harrington assisted by Bob Cunningham will handle the broadcasts. Marschalk & Pratt, New York, is agency.

OEM and Firestone

SEVEN minutes of the *Voice of Firestone* program sponsored on NBC-Red Monday evening by Firestone Tire & Rubber Co., Akron, have been donated for defense purposes by arrangement of the Office of Emergency Management with the sponsor. The *OEM Defense Report* will interpolate the program, being devoted to interviews with defense officials and special dramatizations prepared by the OEM Radio Section. William S. Knudsen, OEM director general, was to open the new series Sept. 15.

Subsidiary for Talent Is Organized by WBS

WORLD BROADCASTING System, transcription production firm, has organized a subsidiary, World Talent Bureau Inc., to act as artists' representative in the various fields of entertainment. Douglas N. Taussig, theatrical agent of New York and Hollywood, who was formerly a vice-president of Fox Film Corp. and who served on the board of directors of the Roxy Theatre in New York, is head of the new bureau.

Mr. Taussig

One of the prime functions, WBS has announced, will be the presentation and introduction of potential stars to motion picture studios both in New York and in Hollywood. Sample recordings, made in the WBS studios in New York, Chicago and Hollywood, together with photographs and biographical material, will be supplied to movie companies, theatrical producers and advertising agencies. Bureau offices are located at 711 Fifth Ave., New York, also WBS headquarters.

PRESS DEPARTMENT of WMCA, New York, has added a night shift under the direction of Herman Schoenfeld, transferred from the daytime staff.

Drawn for BROADCASTING by Sid Hix

"Young Man, You'll Have to Explain This to the FCC Newspaper Investigation!"

CBS Completes Plan For Capital War News

CBS has completed its plans for covering news from Washington when, as and if United States enters the war. Recognizing the immensely increased importance of the nation's capital as a source of news during time of war, Paul White, CBS director of public affairs, revealed last week that it has made plans to expand both the space and the personnel of the network's Washington news staff.

"CBS is ready for M-Day," he stated. He denied, however, rumors that CBS is planning to transfer its news headquarters from New York to Washington in event of war. This would not be practicable, he explained, because the cable and the shortwave receiving stations which bring the news from Europe to the United States are concentrated in New York, and he further pointed out that during the last war, while newspaper bureaus in Washington were considerably expanded, the news distributing agencies continued to maintain their headquarters in New York.

B & W Barn Dance

BROWN & WILLIAMSON Tobacco Corp., Louisville (Target Tobacco) on Sept. 13 will begin sponsorship of the *Renfro Valley Barn Dance* on a split network of 18 NBC-Blue stations. Originating from a barn in Renfro Valley, Ky., the program will be heard from 8:30 to 9:00 Saturday nights for 52 weeks with John Lair, authority on folk songs and developer of hillbilly talent, as m.c., and Tom Hargis as producer. Program raises the total network time sponsored by the company on NBC to 2½ hours weekly. Agency is Russel M. Seeds Co., Chicago.

More for Thor

HURLEY MACHINE Co., Chicago (Thor washing machines), is adding stations to the list currently carrying one-minute live announcements six times weekly. Additional markets include Boston, Providence, Hartford, New York, Troy, Buffalo, Philadelphia, Harrisburg, Baltimore, Norfolk, Charlotte, Nashville, Memphis, Oklahoma City, New Orleans, Houston, San Antonio. Stations will be selected on the West Coast in Seattle, Tacoma, Portland, Los Angeles. Emil Brown Adv. Agency, Chicago, handles the account.

Kroger Adding

KROGER GROCERY & BAKING Co., Cincinnati, has added three more stations for *Hearts in Harmony*, daytime dramatic-music serial. Stations are KARK, Little Rock; KFPW, Fort Smith, Ark.; WHAS, Louisville. Agency is Ralph H. Jones Co., Cincinnati.

Latin Media News

A NEW bi-monthly publication, *American Media*, devoted to comparative information on Latin American newspapers, magazines, radio stations and other types of media necessary for export advertising, will be published beginning Nov. 1. Articles on export sales promotion and merchandising problems will be a part of each issue. Editorial offices are at 224-16 Depot Ave., Long Island City, N. Y.

YOU CAN'T DRIVE A SPIKE...

WITH A *TACK HAMMER*

The same principle applies to radio promotions. New England is so populous, so prosperous that it needs a strong impact to drive-in your sales spikes.

No one station, or small group of stations can give this impact on the whole market. It takes the united force of The Colonial Network's 19 hometown stations to deliver telling, sales-clinching blows.

Year-in and year-out, The Colonial Network has been economically producing results for leading national advertisers.

The Colonial Network has a story of coverage, acceptance and pulling power. It makes informative and profitable reading about economical promotion.

WAAB	Boston
WEAN	Providence
WICC	Bridgeport New Haven
WLLH	Lowell Lawrence
WSAR	Fall River
WSPR	Springfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WTHT	Hartford
WATR	Waterbury
WBRK	Pittsfield
WNLC	New London
WLNH	Laconia
WRDO	Augusta
WHAI	Greenfield
WCOU	Lewiston Auburn
WSYB	Rutland
WELI	New Haven

The Colonial Network

21 BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.